

# The National Underwriter

A WEEKLY NEWSPAPER OF INSURANCE

THURSDAY, APRIL 17, 1930

## Ticker Tape Can't Stop Traffic..



IT takes more than ticker-tape to stop the rapidly increasing flow of cars. 4,800,000 new cars . . . that's the quota of American automobile manufacturers for 1930. Does that sound like any slowing up of automobile insurance? Of course not!

26,400,000 automobiles already on the roads. And new roads being built all over the country to make room for still more new cars.

Even if a single new car were not produced in 1930, there would still be a huge potential market for automobile insurance. A startling percentage of present car owners carry no insurance whatever or are under-insured. Explain to these motorists the risks they run. Newspapers and magazines are aggressively helping you to drive home the great value and absolute necessity of automobile insurance.

We're going to help you sell more insurance in 1930. The valuable statistics and cold-cash facts our experts have made available for you will put new force into your sales work. Based on these down-to-earth facts, we have prepared such selling material for your use as booklets, window displays, and sales letters. Our resources of experience, organization, and equipment, together with our international prestige, act as a strong selling power back of the activities of our agents. We mean business—and that means business for you!

THE LIVERPOOL  
AND LONDON  
AND GLOBE  
Insurance Co. Ltd.

Executive Offices: 1 Pershing Square, Park Ave. at  
42nd St., New York, N. Y.  
Pacific Coast Dept., San Francisco, Calif.

THE NATIONAL INSTITUTION WITH A  
WORLD WIDE BACKGROUND

Fire  
Tornado  
Automobile

# REINSURANCE

INTER-OCEAN  
REINSURANCE COMPANY  
CEDAR RAPIDS, IOWA

|          |                |
|----------|----------------|
| Assets   | \$3,777,940.46 |
| Reserves | \$2,268,019.38 |
| Capital  | \$ 500,000.00  |
| Surplus  | \$1,009,921.08 |

RICHARD LORD, *President*  
Roy E. Curray, *Secretary*  
Karl P. Blaise, *Asst. Secy.*

**B**ECAUSE of the stability and honesty of the insurance business as a whole, many people assume that one policy is as good as another. Insurance men know that this is not so and in this advertisement of the Fire Association Fleet in the April 5th *Saturday Evening Post*, the public is so advised.

It is the duty of all representatives of the better companies to see that their prospects are provided with insurance that really protects and reflects credit on the profession.

It is not to boast that we mention the resources, stability and record for fair dealing of the Fire Association Fleet. The more emphasis that is placed on these factors the plainer the inference that they should not be taken for granted.

### *The Fire Association Fleet*

*Home Office:* 4th and Walnut Sts., Philadelphia

*Dept. Offices:* Atlanta, Chicago, Dallas,  
San Francisco, Montreal, Havana

**Victory Insurance Co.**   **Constitution Indemnity Co.**  
**Fire Association of Phila.**   **The Reliance Insurance Co.**



**Would you  
pick a policy  
out of a hat  
then?**

**D**ON'T use snap judgment now. Investigate first. Find out which insurance company combines *all* the features which assure you satisfactory settlement if you have the occasion to present a claim.

Bear in mind that whereas the phraseology of insurance policies may be almost identical, there is a marked difference in procedure *after* claims are made. Then you need protection in a stock, legal reserve fire insurance company such as each member of the Fire Association Fleet represents. In addition, the Fire Association Fleet has abundant resources and a century-old reputation for prompt and full settlement without quibbling.

There is an agent of the Fire Association Fleet in your locality, ready to explain the real advantages of dealing with his company. You have everything to gain and nothing to lose by calling him in. It will place you under no obligation.

### *The Fire Association Fleet* Philadelphia, Pennsylvania

Almost every kind INSURANCE excepting life

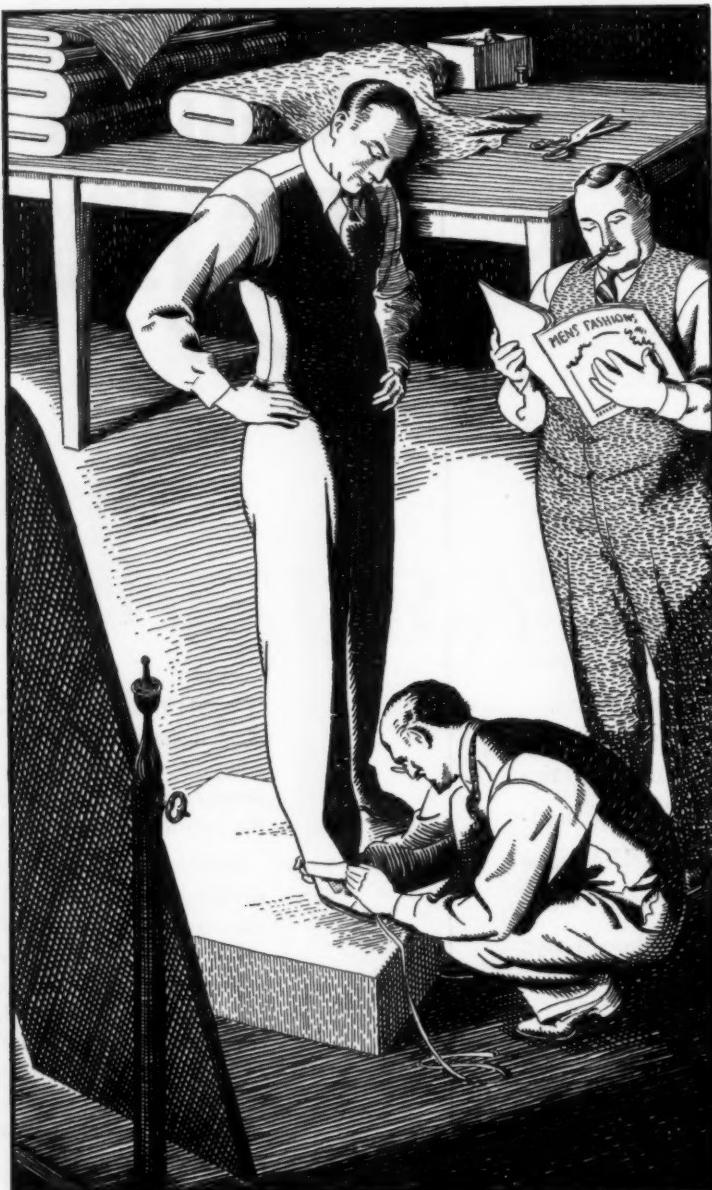
**Victory Insurance Co.**  
**Fire Association of Phila.**



**Constitution Indemnity Co.**  
**The Reliance Insurance Co.**

**EVERY JUST CLAIM PAID IN FULL SINCE 1817**

## It's what YOU add to the policy that counts



. . . but few insurance buyers know it!

Few policy holders know that their policies—in basic form—are established by law; that they are practically worthless until *you* have "fitted" them to the particular needs of the property in question.

As a part of our program of making friends for fire insurance, we are trying to develop a wide understanding of the function and importance of local agents.

**Empire State**  
Insurance Company,  
of Watertown, N.Y.

**Agricultural**  
Insurance Company,  
of Watertown, N.Y.

Therefore, we have made  
this matter the subject of

our national advertising for April. And we believe you can use the story to good effect among your prospects and clients.

Proofs of this advertising are available for your regular mailings. There is no charge—no obligation. Whether or not you represent one of our companies, we will gladly supply as many proofs as you can use.

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# The National Underwriter

Thirty-Fourth Year No. 16

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, THURSDAY, APRIL 17, 1930

\$4.00 Per Year, 20 Cents a Copy

## Missouri Wins Rate Decision

Supreme Court Denies Plea of National Fire in Test Suit

## EIGHT YEARS IN COURT

High Bench Indicates Excess Premiums Since Nov. 15, 1922, Should Be Returned to Policyholders

Validity of the Missouri insurance rate fixing statute and the reduction order issued in 1922 by the superintendent of insurance has been upheld by the United States Supreme Court in affirming a decision of the district court for the western district of Missouri in the case brought by the National Fire of Hartford, one of the 155 companies contesting the order. Indications are that the suits of the 154 other companies in federal district court will hereupon collapse.

The Supreme Court did not undertake with finality to dictate what refund the companies should make, but the court was of the opinion that excess premiums collected from Nov. 15, 1922—shortly after the rate order was issued—should be returned. Whether the companies will seek more favorable terms from the district court is doubtful in view of this indication of opinion on the part of the Supreme Court.

### Ends Long Litigation

This apparently terminates litigation started Jan. 5, 1922, when Ben Hyde, then insurance superintendent of Missouri, issued an order for a 15 percent reduction in fire, lightning, hail and windstorm rates. Thenceforward the courts have been kept busy. The companies first instituted suit in the Missouri state courts to have the rate order set aside. The proceedings were dismissed when the companies signed a stipulation that if a second rate order was made pursuant to a hearing they would abide by it if it were sustained by review. The companies entered into this arrangement on the theory that by submitting the question to review, adoption of the lower rates would at least be deferred until termination of the review, with the possibility that the state courts might revoke the order. Without such a stipulation the companies had no defense against the order.

The state courts, however, sustained Superintendent Hyde's order and the 155 companies individually took their protests to the federal district court on the ground that both the order and the statute under which it was issued were in contravention of the due process and equal protection clauses of the fourteenth amendment. The district court denied the injunction of the National Fire and that company's suit was taken to the supreme court as a test proceeding.

After his order was sustained in the

## See New Trend Developing

### Rumor That Fire Company Group Definitely Seeks Life Insurance Connection Points to Possible Important Change in Operations

NEW YORK, April 16.—Revival of rumors of purchase negotiations on the part of one of the large fire company fleets for a life company to add as a supplement to the present fire and casualty offerings again points to a possible development in insurance activities which may have deep significance for life companies. There have been repeated rumors in recent years that one or another of the fire insurance groups would add a life company to its rapidly swelling complement of companies and thus be enabled to offer its agency organization full insurance coverage within the one office. Fire and casualty have thus been fully combined, the mergers and purchases of the past decade having seen a marked change in the agency offerings of the large home offices, both fire and casualty.

#### Rumors Are Emphasized

Now it is rumored that one of the leading fleets is in earnest in its search

### Litigation Over Missouri Rate Case Reviewed

Jan. 5, 1922.—Missouri superintendent of insurance issues order reducing rates 15 percent.

Jan. 1922.—Companies bring suit to have order set aside.

Feb. 14, 1922.—Suit was dismissed and companies signed a stipulation upon which a second rate order was to be issued.

Oct. 9, 1922.—Superintendent of insurance issues second order reducing rates by 10 percent.

Oct. 1922.—Review proceedings, as provided in stipulation, started in state court.

1927.—Decision in state court sustains rate order.

Jan. 1928.—Superintendent of insurance gives notice that under rate order of October, 1922, he designates classes to which reductions shall apply as of Feb. 1, 1928.

Feb. 1928.—155 companies seek injunction in federal district court to restrain enforcement of order.

April, 1929.—District court denies injunction of National of Hartford.

April, 1929.—National of Hartford appeals to United States Supreme Court.

July, 1929.—Companies make a filing making the reduction as provided by rate order under protest as of Feb. 1, 1928 (the date set by the insurance commissioner) and refunded back to that date.

Dec. 31, 1929.—Missouri Inspection Bureau files application for 16½ percent increase in rates.

April 14, 1930.—Supreme Court sustains district court in case of National of Hartford.

## Set Dates for Cost Hearings

Special Commissioners' Committee Makes Decision at Meeting in Chicago

## MAJOR ISSUE THIS YEAR

Official Body Takes Position of Seeking Voluntary Corrections—Agents Support Movement

Decision to hold public hearings open to fire, casualty and surety company executives, agents and brokers, was made by the special committee on acquisition costs of the National Convention of Insurance Commissioners at its first formal meeting since its appointment, held in Chicago April 9.

June 11 has been set aside for casualty and surety companies, Commissioner Charles D. Livingston of Michigan, chairman of the committee, announces, June 12 for fire companies, and June 13 for agents and brokers. The meetings will be at Chicago.

### Other Committee Meetings

At the same time there will be meetings of other committees of the Commissioners' Convention, including the spring gathering of the executive committee, of which Commissioner Ray Yenter of Iowa is chairman, the committee on uniform company investments, headed by Commissioner Dan C. Boney of North Carolina, and the special committee on automobile fleets, headed by Superintendent C. S. Younger of Ohio.

The special acquisition costs committee in its Chicago meeting gave careful consideration to data so far submitted to the committee by companies and others throughout the country, and a general discussion was held along the line of keeping acquisition costs within reasonable limits. A formal statement declared that the committee realizes the "interest of the public in the matter of insurance rates and the vital effect on these rates of the commissions paid to producers."

### Committee Not "Hard Boiled"

There is no official intimation that the committee considers commissions too high. It is equally uncertain whether the commissioners would take any drastic action even if they should find commissions too high. That is not the angle from which they are attacking this problem.

It is no secret that the organized local agents of this country are unalterably opposed to any lowering of their commissions. Many of them find entirely too much difficulty in making an adequate living on the present scale. It is of unusual interest, then, to note their reaction to the commissioners' investigation, as reported by one of the committee after the Chicago meeting. He says officers of the National Association

(CONTINUED ON PAGE 16)

(CONTINUED ON PAGE 14)

## Home Negotiating to Buy National Liberty Fleet

DEAL IS EXPECTED SOON

Great New York Group Plans to Secure Financial Control of Companies It Has Managed

NEW YORK, April 16.—From thoroughly reliable sources THE NATIONAL UNDERWRITER learns that negotiations looking to the purchase of financial control of the National Liberty group from Goldman, Sachs & Co., of this city, by the Home Fire Securities Corporation have been under way for the past week, and that there is every probability of their successful completion. When the contemplated arrangement is concluded the Home of New York, which has had underwriting management of the National Liberty fleet for some time, will be in financial control as well.

The companies composing the group in addition to the National Liberty, are the Baltimore American of New York and the Peoples National of Philadelphia.

## Favorable Hail Record Seen as Season Starts

Hail insurance is now being bought by farmers in Texas, Oklahoma, Kansas, Nebraska, Missouri and Iowa. According to hail officials who have just returned from a tour of the southwest, central states and northwest, a good year is anticipated although it is now too early for comparison with 1929 records.

The northwest is reported to be in good condition; the soil condition is ideal; seed beds are good and the grain is being expeditiously planted. Conditions in the southwest, however, are not as favorable at this season as they were last year. The season has been especially dry and that territory has suffered from high winds. The price for grain is about what it was last year, but hail officials anticipate that prices will be maintained more satisfactorily than they were last year when a disastrous break came about the first of May.

## CARRUTH CAROLINA HOME STATE AGENT

Joseph A. Carruth has been appointed state agent of the Home of New York, Franklin and City of New York for North and South Carolina, having headquarters in the First National Bank building, Charlotte, N. C. He succeeds the late General Agent B. J. Smith in the supervision of the Carolinas and also in the management of the hail department. He had the title of state agent, traveling under Mr. Smith's supervision. Mr. Carruth was formerly connected with the Georgia Inspection & Rating Bureau. The hail department covers Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama and Mississippi.

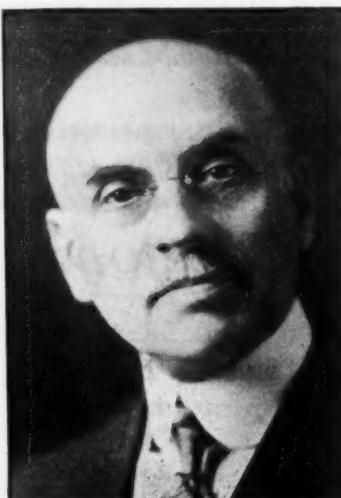
### Will Take an Appeal

Assistant Attorney General Blessing of West Virginia states an appeal will be taken to the state supreme court from the decision of the Kanawha county court reversing the action of the insurance department in revoking the license of Carroll W. Reed of Wheeling. The department had revoked his license on the ground of unprofessional conduct.

### Progress in Blue Goose Life Plan

E. D. Marr of Kansas City, who is in charge of the group life insurance plan for the Blue Goose, says he has received very flattering reports from the larger ponds over the country relative to the drive to secure a lower rate.

## Made President



W. H. LININGER

W. H. Lininger of Harding & Lininger, western managers of the Springfield Fire & Marine, was elected president of the Underwriters Service Association of Chicago, the sprinklered risk syndicate, at the annual meeting. J. H. Macfarlane of the Niagara was chosen vice-president and L. J. Braddock of the North America, secretary and treasurer. S. M. Buck, Fireman's Fund, and A. F. Powrie, Fire Association, were elected directors. The association had an excellent year, a fact brought out in the report of Manager Benjamin Richards.

### Group Radio Policy

PORTLAND, ORE., April 16.—A group insurance plan has been accepted by members of the Oregon Radio Trades Association, which covers the sale of radios giving the dealer protection against fire, theft, embezzlement and conversion, both while on demonstration and after the sale has been made, as well as during the life of the contract. A saving of one-third has been made by the group plan over the individual plan. Policies are issued by the Home of New York.

## CONDENSED NEWS OF WEEK

Report has it that one or two of the fire company groups may get into the life insurance business. **Page 3**

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Fire companies lose in United States Supreme Court on Missouri rate litigation. **Page 3**

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Special committee of commissioners on acquisition costs meets in Chicago, decides on public hearings there June 11-12. **Page 3**

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E. M. Griggs returns from conference with Attorney General Sorenson and reports progress in solution of Nebraska controversy. **Page 8**

\* \* \*

North America acquires Central Fire of Baltimore. **Page 4**

\* \* \*

United States Supreme Court makes important decision affecting companies holding federal bonds exempt from tax. **Page 5**

\* \* \*

Western Underwriters Association revamps its rules at the annual meeting. **Page 5**

\* \* \*

Numerous state associations of local agents will meet in April, May and June. **Page 10**

\* \* \*

Manager Rickards of Western Auto Conference tells Cook County Field Club service of motor clubs is meager for price asked. **Page 8**

\* \* \*

All old officers reelected at interesting annual meeting of Louisiana Insurance Society. **Page 8**

## Central Fire of Baltimore Acquired by North America

### REFLECTS FLEET TENDENCY

Share and Half of North America for Two Shares of Central Is Plan

The North America has completed arrangements for the acquisition of the Central Fire of Baltimore. According to President Rush of the North America his company has executed an agreement with certain stockholders of the Central Fire for exchange of the North America's stock for a majority of the stock of the Central Fire on the basis of one and a half shares of North America stock for each two shares of Central stock.

### Par Value Is \$10

The par value of the stock of both companies is \$10. The last stock issue of the North America was authorized in October 1928, increasing the capital from \$7,250,000 to \$10,000,000, all of which is outstanding.

John P. Lauber, president of the Central Fire, once confessed that a company operating individually was gravely handicapped in competition with companies operating in fleets and it was understood that he favored the sale of the company, provided a satisfactory price could be secured.

### Changed Original Title

The Central Fire was organized as the German Fire in 1865 with \$60,000 capital, which has been increased from time to time to \$1,000,000. All of these increases except \$250,000 were made by stock dividends, which indicates how successfully the company was operated. It was able to meet losses of \$924,497 in the Baltimore fire out of surplus and still show a good balance. The Central last year had a premium income of slightly over \$1,000,000, nearly half of which is derived from Baltimore, where it is the leader in volume of business. With total assets of \$4,335,000, it shows nearly \$1,600,000 net surplus.

Officials of the North America declared that there is no intention of changing the present management of the Central Fire.

## Chicago Brokers Outline Heavy Program of Work

### PLAN ADVERTISING PROGRAM

Data on Earnings and Expenses Also to Be Collected for Submission to Commissioners

A comprehensive program of activities including cooperative advertising for full time Chicago brokers, collection of data on brokers' earnings and expenses to be presented to the commissioners' committee on acquisition costs at Chicago early in June, and drafting of an ordinance to license brokers in Chicago under strict regulation was formulated at the annual meeting of the Insurance Brokers Association in the board rooms Tuesday afternoon.

It was presented that mutuals are advertising extensively and the brokers could promote stock insurance by a publicity campaign. This program was authorized and members' names will be inserted in the advertisements.

Of greatest significance was the discussion of a city ordinance which the brokers will seek to have passed in Chicago. The rough draft calls for \$25 license fee and for fines ranging from \$25 to \$200 in case of violation. Applicants for licenses would have to be certified by at least two licensed brokers. The mayor would have power to suspend or cancel license of any broker guilty of unethical practices. Rebates will be controlled through a section imposing penalty for paying commissions to any one not authorized and licensed to receive them. Fred P. Bracken, chairman of the special committee, explained the ordinance.

### Nationalization Progressing

Florian D. Wallace, president, reported steady progress toward a national association of brokers and also toward a national motor service organization. A new president and officers will be elected by the directors later.

The new president was authorized to appoint a committee to file data on brokers' earnings and expenses to present to commissioners. Directors elected are: Martin A. Johnson, Fred S. James & Co.; J. C. Shepard, Conkling, Price & Webb; Sydney Kahnweiller, R. A. Napier & Co.; Frank P. Lavin, J. I. Naghten & Co.; Arthur Gallagher, Moore, Case, Lyman & Hubbard, and C. A. Berger, for three years; and Sheldon Dickenson, Continental Casualty, and Mr. Wallace, Critchell, Miller, Whitney & Barbour, for one year.

## BEAN ELECTED M. L. G. OF KANSAS CITY POND

KANSAS CITY, MO., April 16.—At the annual meeting, election and initiation of the Heart of America Blue Goose, C. W. Bean, America Fore, was elected most loyal gander, succeeding Howard B. Henry in that position. C. H. Mahn, president Missouri State Fire Prevention Association, became supervisor; O. D. Cox, state agent American of Newark, was made custodian; James R. Curran, New York Underwriters, guardian; W. P. Chandler, A. B. Harris adjusting company, wielder, and R. M. Wilcox, special agent Crum & Forster group keeper. A buffet stag lunch was held. W. O. Woodsmall and Mr. Henry were elected delegates to the grand nest meeting at Rapid City, S. D., in September. Edwin Bockhold, Great American, and Eugene F. Hamlon, North American, were initiated. Meetings hereafter will be held the first Monday of every month instead of weekly.

### Zimmer Gets American Constitution

The American Constitution Fire of New York, one of the Frelinghuysen group, has appointed John F. Zimmer of Lincoln general agent for Nebraska.

## Rules Revised at Washington

Committee Did Constructive Work  
for Western Underwriters  
Association

### TO PROSECUTE OFFENDERS

General Agencies Must Square Themselves With Regulations and Write No Local Business

At the Western Underwriters Association meeting at Washington, D. C., the rules were entirely revamped. John F. Stafford of the Sun, who was chairman of the committee, did an excellent piece of work in modernizing and liberalizing these rules. The committee received many encomiums for the constructive work that it did. The Western Underwriters Association machinery was strengthened so that infractions will be dealt with in a more energetic way. The members that are abiding by the regulations do not intend to adopt a supine attitude in seeing others violate their pledges.

#### General Agencies Regulated

It was expected that the regulations as to general agencies would incite much discussion. It was a surprise to see this part of the program adopted without debate. The appointment of so-called general agencies, which are really local agents receiving higher commissions than they are entitled to, has become a real evil. The Western Underwriters Association hereafter will require a strict and unequivocal divorce between general and local agencies. No general agency can conduct a local agency or vice versa. Machinery was put into effect to make an investigation of any cases where there is doubt as to the bona fide character of either a general or a local agency supposedly tied up with another office. The abuse of the general agency plan has centered the attention of companies on its growth. There was a desire among many to minimize the practice.

#### Reinsurance of Local Companies

Another innovation that was frowned upon was the organization of local companies doing business in a small area and reinsuring automatically all their business in a larger company. It was pointed out that this is but another scheme to circumvent the rules.

President Ives of the Aetna reported that a single conference is in the organization stage covering inland marine, sprinkler leakage, explosion and other lines where there are separate organizations. It is the plan of those back of the movement to have one association covering all these classes.

#### Wilbur Gave a Talk

Henry Curran Wilbur of Chicago reported on the public relations work that has been carried on since the last meeting. W. N. Achenbach of the Aetna called attention to the fact that the field organizations in the various states have been reorganized according to the rules of the Western Underwriters Association and that field men representing new companies that entered the association when it was formed had joined. Mr. Achenbach stated that in his opinion managers should attend the annual meetings of these field organizations and give proper encouragement.

The name of the bulletin committee hereafter will be the finance committee. (CONTINUED ON PAGE 12)

## Reduced Fire Rates Are Stimulant to Side Lines

NEW YORK, April 16.—Company officials are devoting considerable thought to premium income, a problem that while always present, has been increasingly acute in the last two years. The reason for this is organization of many new companies, some competently managed and financially sound, but others just the reverse, and all eager for income. The aggregate represents a considerable loss to the older companies.

Coupled with this increased competition has been a sharp curtailment of stocks by merchants and manufacturers and a decided falling off in construction. Still another factor is the steady decline of average rate in the last few years, a process which promises to continue. New mercantile buildings are generally of a superior type of construction and older properties are more and more being remodeled along fire resistive lines.

As communities gain in population their building codes are being revised on stricter lines. Although this should produce a trend toward a reduced fire loss, the immediate result is a lowering of average premiums.

It is generally conceded that from now on fire premium income of this country can grow only modestly. To meet the rapidly changing condition, company executives are turning more and more to side lines.

They particularly are pushing use and

occupancy, rental, aircraft damage and explosion covers, which have large possibilities. There are other lines which could be sold profitably. Heretofore, agents quite generally have devoted most of their energy to developing their fire business.

#### Diversification Is Essential

In face of discussion of commissions and other acquisition cost items, taken with reduced average rate and the falling off in premiums this year due to causes directly growing out of the stock crash, it is generally believed that producers must devote their time and thought energetically to stimulating sale of side lines and miscellaneous cover, on which, in many instances, there is more profit, after all.

## Quarter's Fire Loss Over \$128,000,000

NEW YORK, April 16.—The losses by fire in the United States in March show an increase of 4.08 per cent over the figures of the same month of last year. The month's fire loss record, as compiled from the reports received by the National Board from all fire insurance companies, reached a total of \$42,964,392, as compared with \$41,277,814, reported for the same month last year. This brings the fire loss record of the first quarter of the year slightly ahead of the record for the same period of 1929 as may be seen from the following monthly comparison:

|                | 1929          | 1930          |
|----------------|---------------|---------------|
| January .....  | \$ 41,713,825 | \$ 42,344,000 |
| February ..... | 41,520,290    | 43,206,940    |
| March .....    | 41,277,814    | 42,964,392    |
| Total .....    | \$127,514,929 | \$128,515,332 |

During March this year there were 421 outbreaks of fire where the resultant loss reached or exceeded \$10,000.

#### Banquet of Day Interests

An attendance of approximately 150 was recorded at the informal dinner held at the Union League Club in Chicago, Wednesday night, by all the Darby A. Day interests, including the Darby A. Day Corporation, the Day agency of the Union Central Life in Chicago, the Fire of Chicago, the Chicago Fidelity & Casualty and the Indemnity of America. Mr. Day was the toastmaster and he called on W. P. Anderson, St. Louis business man and vice-president of the Chicago F. & C.; J. E. McCutchan, president Indemnity of America; P. G. Dallwig, Union Central; J. N. Gilmore, vice-president Fire of Chicago; John L. Hutzinger and Harry J. Mallen of the Day corporation, and John Harty, former Missouri commissioner. Mr. McCutchan gave an interesting outline of the expansion program contemplated in the Day fleet. Mr. Anderson stressed the need for such a fleet in the central west and Mr. Harty spoke on the exceptional prospects for insurance companies.

#### Miscellaneous Notes

Frederic Williams of Denver, secretary of the Rocky Mountain Fire Underwriters Association, met with the W. U. A. supervisory committee last week.

Admission to Texas has been secured by the Washington Fire & Marine of Seattle.

## Federal Bonds Ruled Exempt

United States Supreme Court Makes Important Decision Affecting Companies

### OPINION NOT UNANIMOUS

Missouri Insurance Company Wins Relief from Assessments of St. Louis Tax Board

WASHINGTON, D. C., April 16.—Decision of the Missouri supreme court in the suit brought by the Missouri Insurance Company to have set aside tax assessments made by the St. Louis assessor and the board of equalization was reversed by the United States Supreme Court in an opinion holding that United States bonds are exempt from tax and must be so treated in arriving at the taxability of a taxpayer.

The decision was not unanimous, Justices Stone, Holmes and Brandeis dissenting.

#### Contention of Board

The suit revolved around a tax return made by the company under Missouri statutes, in which the amount of United States bonds held by it, its legal reserve and unpaid policy claims were deducted. The St. Louis board of equalization declined to accept a return, but after a hearing held that the bonds are not taxable, that the section under which the return was made contravenes provisions of the state constitution requiring uniform taxation, and that, therefore, the company was not entitled to deduct the amount of its reserve and unpaid claims.

The case was carried to the state supreme court, which held the section valid, found the company's liabilities were chargeable against all its assets, taxable and nontaxable alike, and declared that the reserve and claims should be apportioned between the two classes of assets according to the respective amounts.

#### Ignored Federal Question

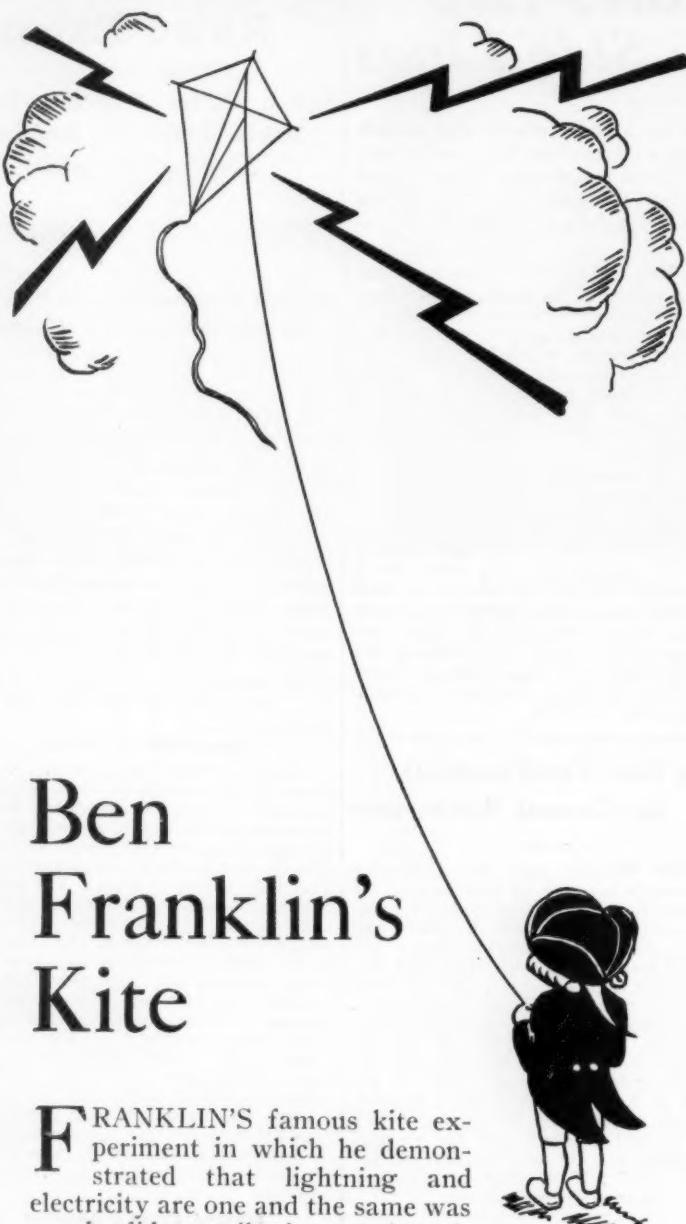
The court, however, did not consider the federal question raised by the government bonds.

Pointing out that it is an "elementary" fact that United States bonds are not taxable, the court commented that "the section discloses a purpose as a general rule to omit from taxation sufficient assets of the insurance companies to cover their legal reserve and unpaid policy claims. It would be competent for the state to permit a less reduction or none at all. But whereas in this case the ownership of United States bonds is made the basis of denying the full exemption which is accorded to those who own no such bonds, this amounts to an infringement of the guaranteed freedom from taxation. It is clear that the value of the appellant's government bonds was not disregarded in making up the estimate of taxable net values. That is in violation of the established rule."

#### Opinion of Minority

Dissenting from the majority opinion, Justice Stone asserts that this opens "a new and hitherto unsuspected field of operation for the immunity from taxation enjoyed by national and state securities, as instrumentalities of government, and to accord to their owners a privilege which is not justified by anything that has been decided or said by this court."

Under the rule laid down by the majority, he contends a taxpayer having no tax exempt securities and subject to a (CONTINUED ON PAGE 12)



## Ben Franklin's Kite

**F**RANKLIN'S famous kite experiment in which he demonstrated that lightning and electricity are one and the same was a splendid contribution to the advancement of science.

Here's how the experiment was performed. A key was fastened to a kite string. The kite was flown into storm clouds in the midst of a thunderstorm. During the storm, it was found that sparks could be drawn from the key at the lower end of the kite string.

The gifted son of a Boston cobbler, Franklin became a leader in business, science, and politics.

*The Franklin Fire Insurance Company, the first to perpetuate the name of Franklin, has stood in the forefront of the insurance world for more than a century.*

**The FRANKLIN**  
Fire Insurance Company  
Of Philadelphia

Wilfred Kurth, President

## Ad-Men in Big Regional Meet

Insurance Advertising Conference in Memphis Hears Sixteen Important Speakers

### TELLS USE OF PICTURES

Great Volume of Clippings Indicates Success of National Board's Advertising Campaign, Ellis Says

By HOWARD J. BURRIDGE

MEMPHIS, TENN., Apr. 15.—Southern, southwestern and southeastern members of the Insurance Advertising Conference held their second annual regional meeting here on Monday and Tuesday of this week. Most of those present represented life companies, and, as a consequence, practically all of the discussions had to do with the publicity problems of life insurance. Altogether 16 scheduled speakers were heard, which means that there was very little time left for discussions from the floor. Thus, while the program was very full, it was by no means uninteresting.

C. E. ("Tex") Rickerd of the Standard Accident, the president of the conference, was present and presided at the opening and several other sessions. In fact, the official family of the conference was well represented, there being on hand in addition to the president, H. V. Chapman of the Ohio Farmers, vice-president; Frank S. Ennis of the America Fore group, secretary, and Bart Leiper of the Pilot Life and Chlo Peterson of the Business Men's Assurance, both members of the executive committee.

#### Magee Tells Use of Pictures

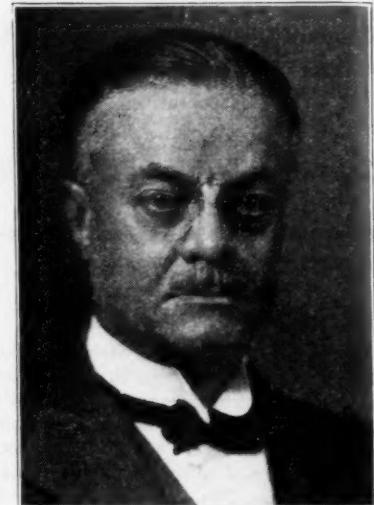
Most of the talks were by and for life company publicists, but several were of general interest. For example, Rex B. Magee of the Lamar Life told how to convert pictures to advertisements. Albert J. Wohlgemuth, secretary of Rough Notes, read a most carefully prepared paper on trade journal advertising. President Rickerd discussed the future of advertising, and there were talks by an advertising agency man and the representative of a "talkie" company.

At least half of the life company men who spoke strongly advocated a cooperative constitutional advertising campaign for the life companies. It was quite evident that this movement is rapidly gaining ground among the life men. Mr. Leiper said that the companies belonging to the Life Insurance Sales Research Bureau have already pledged \$300,000 for such a campaign and that only \$500,000 is necessary for an effective nationwide effort.

With the life men showing such an active interest in an institutional advertising campaign it was only natural for them to give the closest attention to Warren W. Ellis, assistant to the general manager of the National Board of Fire Underwriters, when he explained what had been accomplished by the National Board's cooperative campaign. He said that the campaign was put on in 5 states in 1928, 12 more this year, and that before long it will be extended to cover the entire country. He exhibited samples of advertisements used.

The National Board urges agents to tie up their own advertising with the big campaign. Suitable advertisements in the form of cuts or mats are furnished without charge to all agents who care to use them. It has been found that in 55 percent of the cities and towns where the campaign advertising appears the

## Made Chairman



CHAUNCEY S. S. MILLER

Chauncey S. S. Miller of New York, publicity director of the North British & Mercantile, will again serve as general program chairman for the annual meeting of the Insurance Advertising Conference in Milwaukee, Sept. 28-Oct. 1. The fire and casualty groups will meet in joint session. The life group will have a separate session. Mr. Miller is a past master in getting up programs and his appointment this year makes an interesting schedule of events at Milwaukee a foregone conclusion.

local agents cooperate by inserting the local agency advertising prepared by the National Board. This tie-up gives greater impetus to the whole effort.

Mr. Ellis said that the cooperative campaign of the National Board is showing definite and favorable results. Since the advertising began to appear the National Board has subscribed to a newspaper clipping service which sends in clippings of insurance items that have appeared in the newspapers of the states where the campaign is in progress. There are 14 clippings received on fire insurance for every one on casualty and 22 for every one on life. This clearly illustrates the interest in fire insurance and the friendlier attitude of the public press.

President Rickerd explained the plans for the annual meeting to be held in Milwaukee in September. The Schroeder Hotel has been selected as convention headquarters, and there will be the fullest cooperation and support from the companies and local agents of Milwaukee who have agreed, Mr. Rickerd said, to bear all of the entertainment expense. B. A. Lehnberg of the Chris Schroeder agency of Milwaukee is to serve as local entertainment chairman and will handle all of the details.

## Shareholders Approve New Issue of Merchants Fire

NEW YORK, April 16.—Approval of the recommendation of directors of the Merchants' Fire of New York to increase capital from \$3,000,000 to \$4,000,000 was given by shareholders yesterday. It is proposed to issue 75,000 additional shares of common stock, par \$10, of which 72,000 will be a stock dividend, in consideration for which stockholders waive right to subscribe to the remaining 3,000 shares so these may be sold to agents and employees at a price to be later determined. The plan calls for 2,500 shares of preferred stock, par \$100, to be sold at \$105, holders of 90 shares of common being privileged to subscribe for one new share of preferred.

The White Fireman's advice that storage floors be designed for drainage and that goods be stacked upon skids is greatly reducing loss from water damage incident to fires.



THE WHITE FIREMAN is used in this advertising to symbolize loss-prevention engineering service—a nation-wide service, supported by insurance companies, having for its purpose the reduction of loss-hazards. Its work comprises consultation on proposed structures, inspection of property, testing of materials and equipment, and many other kinds of technical assistance. This service may be secured through responsible insurance agents or brokers. Ask your North America Agent.

North America Agents are listed in Bell Classified Telephone Directories under the heading "INSURANCE CO. OF NORTH AMERICA"

## The Insurance Company of North America

PHILADELPHIA

The Oldest American Fire and Marine Insurance Company—Founded 1794  
and its affiliated companies write practically every form of insurance except life

THE White Fireman interests himself not only in the prevention of direct fire damage, but also in the prevention of water damage incident to fires. His advice on salvage methods is welcomed by progressive manufacturers and merchants.

*Above is shown in miniature, a color page advertisement appearing in The Saturday Evening Post, April 19; Literary Digest, April 19; The Business Week, April 16; Time, April 28.*

## Says Motor Club Service Is Meager for Price Paid

### RICKARDS DISCUSSES ANNEXES

**Western Conference Manager Urges More Vigorous Fight Before Cook County Field Club**

Strong arguments against motor clubs and their reciprocal and mutual annexes were advanced at the monthly meeting of the Cook County Field Club by E. L. Rickards, secretary and manager of the western office of the National Automobile Underwriters Association and manager of the Automobile Protective & Information Bureau.

Mr. Rickards said: "I don't believe the average stock agent combats the motor club idea as energetically as he could. The fact is a motorist can obtain better maps at filling stations than he gets from most motor clubs and it is easy to show that the service which motor clubs give can be given for \$3 a year, whereas, the clubs charge around \$15. I do not believe the service car of the Chicago Motor Club is very often out of the Franklin street garage."

#### Service Not Often Used

"The fact is that the road service which they offer is a service not often used by members. It is much easier when a tire goes down to walk a block or two to a garage or filling station rather than to wait an hour or two for the service car. We are rapidly getting the cost of automobile insurance down to a point where the Chicago Motor Club and others will not be able to offer insurance coverage at any less price."

Mr. Rickards gave an interesting analysis of the work of the Automobile Protective & Information Bureau and of the National Theft Bureau, which he says have had more to do with producing a favorable loss ratio on automobile business than anything else. He pointed out that over the last eight years the loss ratio has been only a little over 47 percent in western territory, including the loss ratio on collision, which is considered one of the most hazardous lines.

#### Tells Bureau's Record

The record of the collection of information and recovery of cars performed by the bureau, as Mr. Rickards pictured it, is truly remarkable. The western office has a force of 25 people inside and 10 field men outside, constantly accumulating information from automobile manufacturers, police, sheriffs and state authorities, which is elaborately cross indexed. There is a special contact office in Detroit through which are obtained complete car number records, including secret numbers of stolen cars. The bureau was instrumental in causing manufacturers to place these secret numbers as a means of final check.

The bureau's field men last year personally identified more than 1,000 cars by special trips. Special police details have been formed throughout the country as a result of the bureau's recommendation, and these have run down many major crimes involving cars.

#### Thefts Steadily Decrease

The number of thefts is constantly decreasing, and last year the rate of recovery was 92 percent in spite of an increased production of cars. The bureau recovered 105 cars in one Missouri county through the tip of a car dealer that a competitor was bringing in second hand cars and selling them at a cut price.

Mr. Rickards said approximately \$30,000,000 in automobile premiums was written in western territory last year, but the development in Cook county was not all that could be expected.

## Anniversary



**ROY A. SELLERY  
General Manager Western Adjustment**

General Manager Roy A. Sellery of the Western Adjustment at Chicago has just commenced his thirtieth year with that institution. When he went to Chicago from Kincardine, Ontario, in April 1901, the adjustment company had five branch offices: Minneapolis, St. Louis, Cincinnati, Detroit and Milwaukee. The Minneapolis office was opened in 1899 and W. C. Burleigh, its first manager, continued until his death. St. Louis, Cincinnati and Detroit offices were opened early in 1900, in charge of Ira Welsh, W. N. Bament and F. C. Barkman, respectively. The Milwaukee office was opened in January 1901 by W. J. Greer, now general manager of the General Adjustment Bureau. Mr. Greer alone provided adjusting service throughout Wisconsin and the upper peninsula of Michigan. In 1901 the adjustment company handled 5,168 losses. Not much was heard concerning delay in transmitting proofs in 1901 and the lapse of several weeks in reaching losses was not unusual. In 1929 the adjustment company handled 102,547 losses.

In 1930, with 66 branch offices, employing 275 adjusters, the company is associating two highly trained adjusters on each important case. The majority of losses are inspected within 24 hours after a fire occurs. Failure to furnish proofs within a few days after their execution now calls for complaint on the part of local agents and companies. Quite a change in conditions within a period of 30 years!

Mr. Sellery, now entering his fifth year as general manager, started at Milwaukee in 1901 as assistant to Mr. Greer.

## Clyde Smith Will Speak Before the General Agents

Clyde B. Smith of Lansing, Mich., president of the National Association of Insurance Agents, will be one of the speakers at the annual meeting of Association of Fire Insurance General Agents at Richmond, Va., May 5-6. From that point President Smith will journey to Mobile to give an address before the annual meeting of the Alabama Association of Insurance Agents. He will return to Lansing and the following week will go to Hot Springs to talk before the annual meeting of the Arkansas Association of Insurance Agents.

**Frank Keller** of Philadelphia, assistant manager of the automobile department of the Fire Association and Constitution Indemnity group, is on a trip through the central west.

## Peace and Harmony Seem to Be Indicated in Nebraska

### GRIGGS TALKS TO SORENSEN

**Assures Attorney General That Companies Desire to Abide by Law and Avoid Litigation**

On returning from a visit with Attorney General Sorenson of Nebraska, E. M. Griggs, associate general counsel of the National Board, reported that the way has been paved for an amicable adjustment of the controversy between the attorney general and the Western Insurance Bureau, together with the Western Underwriters Association. Mr. Sorenson has charged that the two company associations are violating the anti-trust statutes of Nebraska, the Bureau by allegedly enforcing a uniform commission scale and the W. U. A. by supposedly conducting separation work.

Mr. Griggs advised Sorenson of the unpleasant consequences to the citizens of Nebraska, the agents there and the companies should litigation be started and told the attorney general that the companies desired to avoid court action. The attorney general, likewise, said that he did not desire to prosecute, but that he wanted assurances from the two associations that certain practices distasteful to Nebraska should be eliminated. Mr. Griggs believes that these assurances will be forthcoming.

#### Sorenson Replies to Void Charge

Mr. Sorenson in a public statement answered the charge of President Rawlings of the Bureau that the anti-compact statute with which Nebraska threatened the W. U. A. has been held unconstitutional by a federal court. The attorney general contends that the decision is not binding upon the state and that there are other statutes prohibiting the alleged practices complained of.

The federal judge held that the statute was void as a regulatory measure because not within the police powers of the state and as violative of the constitution of the United States in that it deprives the insurance company of equal protection of the laws in the right to make and enforce contracts. The statute excepted labor organizations, and the court held that this was a denial of equal protection.

#### Not Public Policy

The court said that the amount paid by the company to the agent as commission for getting business does not increase the cost to the insured, and hence the police power could not be invoked since its exercise can only be brought into play unless a necessity exists to protect him in an essential right. It said that the law is "unconstitutional and void as depriving persons of liberty in violation of the federal constitution, which includes not merely liberty of the person, but the liberty to make and enforce contracts, that being an institutional and fundamental right." The state cannot declare as public policy and obnoxious that which is not obnoxious and exists as a right.

## Dearborn, Mich., Plans Radio Alarm System

Dearborn, Mich., is contemplating a plan to eliminate costly fire alarm equipment in favor of a telephone and radio alarm system. Mayor Clyde D. Ford says it is planned later to use a short wave radio system, possibly with equipment now in use by the Ford Motor Company. Alarms thus would be telephoned and sent by radio.

## Old Officers Are Returned at Lake Charles Meeting

### HOLD INTERESTING SESSIONS

**Quaid, Wegmann and Other Notables Address Louisiana Insurance Society Annual Gathering**

The entire official staff headed by President Matt G. Smith of Baton Rouge was re-elected at the annual meeting of the Louisiana Insurance Society at Lake Charles last week, and Alexandria was selected as the place of the next convention. The officers returned beside President Smith are: Vice-president William Rodriguez, Monroe; Secretary-treasurer Warren Burridge, and Manager John D. Saint, both of Baton Rouge. Three executive committeemen re-elected for two year terms are Mr. Rodriguez, chairman; L. A. Williams, Crowley, and G. F. Thomas, Natchitoches.

An entertaining and instructive feature was the safety first and accident prevention sketch put on by eight employees of the Gulf States Utility Company. This company has reduced its workmen's compensation loss ratio from 200 percent to 20 percent through this work. A barbecue, dance and inspection of the public dock and port facilities at Lake Charles were high points.

#### Quaid Speaks on "Impressions"

William Quaid, executive vice-president Southern Fire of New York, advised local agents to create a real impression in their communities by the dignity of their office surroundings, and stressed the responsibility of agents in safeguarding the wealth of their communities.

E. H. Addington, retired state agent Home of New York, and dean of Louisiana field men, advocated that companies second efforts of the association for an agency licensing law by written examination to get quality of agents, instead of quantity. Stressing the care, skill and self-control of a good agent, Maurice J. Hartson of New Orleans paid tribute to Mr. Addington. He warned members to resist efforts at repeal of the insurance commission act. R. P. Strong, manager Louisiana Rating & Inspection Bureau, spoke of bureau problems.

#### Wegmann Praises Progress

John X. Wegmann, president Lafayette Fire, congratulated members on progress the society has made and urged co-operation of agents.

Herbert Bayliss, manager Louisiana state chamber of commerce, discussed the part insurance plays in promoting industry. F. E. Potter, state agent, Home of New York, representing special agents of the state, gave "Some Observations," among which was the suggestion that the society disseminate information on better business methods, with reference to a scientific study of overhead, collections and agency costs. He said insurance would be seriously hampered without the services of local agents.

#### Good Record for 1930

According to reports received by Richard E. Verner of Chicago, chairman of the contest committee of the National Fire Waste Council, 383 cities filed their record forms on the 1929 Inter-Chamber Fire Waste Contest in time to be graded by the contest grading committee, the dead line being March 15. A record was established last year, when 374 reports were received. This year's record breaks all previous records for participation. Announcement of the winners was made at the meeting of the council at Washington, March 28.

P. S. Humphrey,  
Home Agent  
Tonawanda, N.Y.



# OVER 50 YEARS WITH THE HOME

PASCHAL SMITH HUMPHREY, president of Humphrey and Vandervoort is now in his 57th year as local agent for The Home.

Mr. Humphrey entered the insurance business in 1873 and is justly proud of the fact that he has represented The Home continuously for this long period, as it is one of the four companies with which he started in business. Nine o'clock every morning finds Mr. Humphrey in his office ready for a full day's work.

**THE HOME INSURANCE COMPANY NEW YORK**

CASH CAPITAL \$24,000,000

WILFRED KURTH, President

59 Maiden Lane

*Strength . Reputation . Service*

## Many State Conventions During Next Few Weeks

### TWO ARE ON FOR NEXT WEEK

June Will Be a Busy Month for the Local Agents in Several Quarters

A number of the state association local agents have their convention scheduled and there will be a string of meetings up to the middle of July. The Nebraska Association of Insurance Agents will meet at Grand Island, April 22-23. The Florida association will meet at St. Petersburg, April 24-25. There are two state meetings scheduled for May 8-9, the Alabama association at Montgomery and the Texas association at San Antonio. The Arkansas association will meet this year at Hot Springs, May 16-17. The following week the New York association will meet at Syracuse, May 20-21. The North Carolina association will meet at Elizabeth City, May 21-22. The South Carolina association convenes at Columbia June 10, and also at the meeting of the Georgia Association at Brunswick June 13-14.

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### Corroon & Reynolds Showing

The Corroon & Reynolds group advanced from 17th place to 15th so far as premium receipts were concerned last year in totals by fleets. The Corroon & Reynolds companies' premiums in 1929 were \$14,677,877. These companies made notable progress last year.

### Burton at State Meetings

Fred M. Burton of Galveston, a member of the executive committee of the National Association of Insurance Agents, will represent the organization at the annual meeting of the South Carolina Association of Insurance Agents at Columbia June 10, and also at the meeting of the Georgia Association at Brunswick June 13-14.



**SPECIALIZING  
IN  
AUTOMOBILE  
INSURANCE  
EXCLUSIVELY**



## As Friendly As Your Neighbor

From field men to president, you will find in the members of the ATLAS a friendly spirit and a keen desire to be of real help to you.

You will find no false fronts, no red tape, no aloofness—just human men and women as friendly as your next door neighbor.

From our experience in the insurance business we have a thorough knowledge and a sincere appreciation of your problems. You will find us deeply interested in your individual problems—anxious to help you solve them.

Just as your neighbor has done, we would like to become acquainted with you—to become friends—for we sincerely believe that you will like us, too, and the way we do things.

**ATLAS**  
*Casualty Company*  
EXECUTIVE OFFICES  
Fort Wayne, Indiana

OPERATING IN INDIANA, ILLINOIS, OHIO, MICHIGAN,  
MISSOURI AND PENNSYLVANIA

## Conference to Include Inland Marine Lines

### PLANS ARE BEING PERFECTED

New Organization Will Include All the Classes Written Through This

#### Department

HARTFORD, April 16.—Plans are now being perfected by the special committee that was named to draw rules for a conference or organization of all companies writing inland marine business and allied line. Copies have been sent to all interested companies. There will be a meeting within a few weeks to take action. There has been no association of companies writing the inland marine lines. It is deemed wise to bring about uniformity in this direction, to standardize and stabilize rates, commissions, and so on. The conference would also have jurisdiction over tourist floater, baggage, parcel post, transportation floater, jewelry block policies and, in fact, all of the varied lines that the companies write under inland marine cover.

## INSURANCE STOCK QUOTATIONS

By Mitchell, Hutchins & Co.,  
231 South La Salle Street, Chicago  
As of April 15

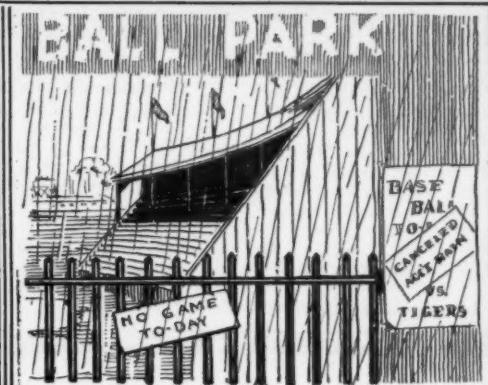
| Stock              | Par | Bid    | Asked  | Div.   |
|--------------------|-----|--------|--------|--------|
| Attna Cas.         | 10  | 163    | 170    | 11.60  |
| Attna Fire         | 10  | 73     | 77     | 2.00   |
| Attna Life         | 10  | 97     | 99     | 11.20  |
| Agricultural       | 25  | 125    | 135    | 14.00  |
| Amer. Alliance     | 10  | 34     | 38     | 11.60  |
| Amer. Equit.       | 5   | 25     | 28     | 11.20  |
| American           | 5   | 21 1/2 | 22     | 1.00   |
| Amer. Reinsur.     | 10  | 72     | 75     | 3.00   |
| Amer. Reserve      | 10  | 60     | 66     | 4.00   |
| Amer. Salam.       | 50  | 59     | 61     | 3.00   |
| Amer. Surety       | 25  | 120    | 125    | 6.00   |
| Automobile         | 10  | 46     | 49     | 11.00  |
| Balti. Amer.       | 5   | 27     | 28     | 11.60  |
| Bank. & Ship.      | 25  | 120    | 130    | 6.00   |
| Boston             | 100 | 830    | 860    | 16.00  |
| Brooklyn           | 5   | 21     | 24     | 11.20  |
| Camden             | 5   | 26     | 28     | 1.00   |
| Carolina           | 10  | 36     | 38     | 1.50   |
| Central Fire       | 10  | 47     | 52     | 2.00   |
| Cent. West Cas.    | 50  | 48     | 53     | 2.00   |
| Chicago F. & M.    | 10  | 16     | 18     | ...    |
| City N. Y.         | 100 | 610    | 630    | 16.00  |
| Colonial States    | 10  | 17     | 19     | ...    |
| Com. Casualty      | 10  | 25     | 26     | 1.20   |
| Conn. General      | 10  | 145    | 150    | 1.20   |
| Const. Ind.        | 5   | 13 1/2 | 15     | ...    |
| Cont. Casualty     | 10  | 40     | 42     | 1.60   |
| Continental        | 10  | 73     | 74     | 2.40   |
| Eagle, N. J.       | 5   | 15 1/2 | 16 1/2 | 1.00   |
| Empl. Reins.       | 10  | 24     | 26     | 1.50   |
| Fid. & Dep.        | 50  | 183    | 188    | 9.00   |
| Fid. & Guar. Fire  | 10  | 47     | 48     | ...    |
| Fid.-Phenix        | 10  | 84     | 85     | 2.60   |
| Fire Assoc.        | 10  | 41     | 42     | 2.50   |
| Fireman's Fund     | 25  | 102    | 105    | 5.00   |
| Firemen's          | 10  | 38 1/2 | 39 1/2 | 2.20   |
| *Franklin          | 10  | 39 1/2 | 41     | ...    |
| Glens-Falls        | 10  | 57 1/2 | 59 1/2 | 11.60  |
| Globe              | 10  | 20     | 24     | 1.20   |
| Globe & Rut.       | 100 | 1260   | 1280   | 28.00  |
| Globe Und.         | 15  | 16     | ...    | ...    |
| Great Amer. Ind.   | 10  | 34     | 38     | ...    |
| Great American     | 10  | 38 1/2 | 39 1/2 | 1.60   |
| Halifax            | 10  | 34 1/2 | 34 1/2 | 1.00   |
| Hanover            | 10  | 62     | 64     | 11.60  |
| Harmonia           | 10  | 36     | 38     | 1.50   |
| *Hartford Fire     | 10  | 86     | 88     | 2.00   |
| *Hartfd. St. Boil. | 10  | 73     | 78     | 1.60   |
| Home Fire Secur.   | 10  | 24     | 25     | 1.05   |
| Home, N. Y.        | 10  | 47     | 48     | 2.00   |
| Homestead          | 10  | 30     | 31     | 1.00   |
| *Hudson Cas.       | 5   | 7      | 9      | ...    |
| Import. & Exp.     | 25  | 65     | 70     | 4.00   |
| Independ. Fire     | 5   | 9      | 11     | .80    |
| Independ. Ind.     | 5   | 14 1/2 | 18 1/2 | ...    |
| Industrial, O.     | 10  | 18     | 22     | 1.00   |
| Ins. Co. of N. A.  | 10  | 82     | 84     | 12.00  |
| *Lincoln Fire      | 10  | 39     | 42     | 1.20   |
| Lloyds Cas.        | 10  | 15     | 18     | .60    |
| Md. Casualty       | 25  | 106    | 108    | 5.00   |
| Mass. Bonding      | 25  | 130    | 138    | 4.00   |
| Merchants Com.     | 10  | 118    | 125    | 2.00   |
| Merch. & Mfrs.     | 5   | 22     | 24     | 11.00  |
| National Cas.      | 10  | 23     | 25     | 1.20   |
| National Ct.       | 10  | 85     | 88     | 2.00   |
| National Lib.      | 5   | 17     | 18     | 1.50   |
| National Sur.      | 50  | 94     | 95     | 5.00   |
| National Union     | 100 | 288    | 295    | 12.00  |
| New Amster. Cas.   | 10  | 43     | 44     | 2.00   |
| New Brunswick      | 10  | 36     | 37 1/2 | 1.50   |
| New England        | 10  | 33     | 35     | 1.00   |
| New Hampshire      | 10  | 55     | 59     | 1.60   |
| New Jersey         | 20  | 50     | 55     | 2.50   |
| North River        | 10  | 71     | 73     | 2.00   |
| Northern           | 25  | 100    | 110    | 4.00   |
| N. W. National     | 25  | 135    | 145    | 15.00  |
| Occidental         | 10  | 23     | 26     | ...    |
| Pacific Fire       | 25  | 135    | 145    | 6.00   |
| Peoples National   | 5   | 17     | 18     | 1.50   |
| Phoenix            | 10  | 90     | 92     | 2.00   |
| Pref. Accident     | 20  | 67     | 72     | 3.00   |
| Presidential       | 25  | 37     | 42     | ...    |
| *Prov.-Wash.       | 10  | 81     | 83     | 2.20   |
| Public Fire        | 5   | 16 1/2 | 17 1/2 | ...    |
| Rhode Island       | 10  | 33     | 38     | 1.20   |
| Roch. Amer.        | 10  | 47     | 53     | 1.00   |
| Russia x rights    | 10  | 42     | 43     | 2.20   |
| St. Paul F. & M.   | 25  | 233    | 237    | 5.00   |
| Security Ct.       | 10  | 43     | 46     | ...    |
| South. Surety      | 10  | 19     | 20     | 1.60   |
| Springfield        | 25  | 160    | 170    | 4.50   |
| Standard Acci.     | 50  | 200    | 275    | 6.00   |
| Stuyvesant         | 25  | 77     | 82     | 2.00   |
| Sylvania           | 10  | 25     | 27     | 1.50   |
| Trans. Indem.      | 10  | 17     | 19     | ...    |
| Transport. Ins.    | 10  | 19     | 21     | ...    |
| Travellers         | 100 | 1560   | 1590   | 116.00 |
| U. S. Casualty     | 25  | 82     | 87     | 4.00   |
| U. S. Fid. & Guar. | 10  | 46     | 47     | 2.00   |
| U. S. Mer. & Ship. | 100 | 430    | 455    | 12.00  |
| *Virginia F. & M.  | 25  | 100    | 115    | 3.00   |
| *Westchester       | 10  | 71     | 73     | 2.00   |

\*Pays extra dividend.

\*New.

### Washington Agents Meet in Tacoma

SEATTLE, WASH., April 16.—According to plans under way here the annual meeting of the Insurance Agents League of Washington will be held in Tacoma some time in July. Harry C. Coffman, president of the league, is heading the work of preparation for the meeting and made this announcement.



## BUT IT RAINED!

The best laid plans go far astray when rain takes a hand in the arrangements. Merchants, sport promoters, fraternal orders, fair associations, theatre owners — all are splendid prospects for rain insurance.

*Ætna and World agents have the facilities for handling this coverage and have increased their premium income through its sale. Underwriters and field men of the *Ætna Fire Group* work in close cooperation with the local agent in putting this profitable business on his books.*



ÆTNA INSURANCE COMPANY  
THE WORLD FIRE AND MARINE INSURANCE CO.  
THE CENTURY INDEMNITY COMPANY  
HARTFORD, CONNECTICUT

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big annual meeting in Louisville, June 10-11. The same week the Georgia association will meet at Brunswick, June 13-14. The next week the Mississippi association is scheduled for Biloxi, June 17-18. The Ohio association will have its convention at Cedar Point, June 18-19. The annual meeting of the New England associations at Bretton Woods, N. H., will take place July 8-10. That will end the state meetings until the Iowa association meets at Iowa City, Aug. 24-26.

### Corroon & Reynolds Showing

The Corroon & Reynolds group advanced from 17th place to 15th so far as premium receipts were concerned last year in totals by fleets. The Corroon & Reynolds companies' premiums in 1929 were \$14,677,877. These companies made notable progress last year.

### Burton at State Meetings

Fred M. Burton of Galveston, a member of the executive committee of the National Association of Insurance Agents, will represent the organization at the annual meeting of the South Carolina Association of Insurance Agents at Columbia June 10, and also at the meeting of the Georgia Association at Brunswick June 13-14.



**SPECIALIZING  
IN  
AUTOMOBILE  
INSURANCE  
EXCLUSIVELY**

## As Friendly As Your Neighbor

From field men to president, you will find in the members of the ATLAS a friendly spirit and a keen desire to be of real help to you.

You will find no false fronts, no red tape, no aloofness—just human men and women as friendly as your next door neighbor.

From our experience in the insurance business we have a thorough knowledge and a sincere appreciation of your problems. You will find us deeply interested in your individual problems—anxious to help you solve them.

Just as your neighbor has done, we would like to become acquainted with you—to become friends—for we sincerely believe that you will like us, too, and the way we do things.

**ATLAS**  
*Casualty Company*  
EXECUTIVE OFFICES  
Fort Wayne, Indiana

OPERATING IN INDIANA, ILLINOIS, OHIO, MICHIGAN,  
MISSOURI AND PENNSYLVANIA

## Conference to Include Inland Marine Lines

### PLANS ARE BEING PERFECTED

New Organization Will Include All the Classes Written Through This Department

HARTFORD, April 16.—Plans are now being perfected by the special committee that was named to draw rules for a conference or organization of all companies writing inland marine business and allied line. Copies have been sent to all interested companies. There will be a meeting within a few weeks to take action. There has been no association of companies writing the inland marine lines. It is deemed wise to bring about uniformity in this direction, to standardize and stabilize rates, commissions, and so on. The conference would also have jurisdiction over tourist floater, baggage, parcel post, transportation floater, jewelry block policies and, in fact, all of the varied lines that the companies write under inland marine cover.

## INSURANCE STOCK QUOTATIONS

By Mitchell, Hutchins & Co.,  
231 South La Salle Street, Chicago

As of April 15

| Stock                   | Par | Bld    | Asked  | Div.  |
|-------------------------|-----|--------|--------|-------|
| Aetna Cas. ....         | 10  | 163    | 170    | 1.60  |
| Aetna Fire. ....        | 10  | 73     | 77     | 2.00  |
| Aetna Life. ....        | 10  | 97     | 99     | 1.20  |
| Agricultural. ....      | 25  | 125    | 135    | 4.00  |
| Amer. Alliance. ....    | 10  | 34     | 38     | 1.60  |
| Amer. Equit. ....       | 5   | 25     | 28     | 1.20  |
| American. ....          | 5   | 21 1/2 | 22     | 1.00  |
| Amer. Reinsur. ....     | 10  | 72     | 75     | 3.00  |
| Amer. Reserve. ....     | 10  | 60     | 66     | 4.00  |
| Amer. Salam. ....       | 50  | 59     | 61     | 3.00  |
| Amer. Surety. ....      | 25  | 120    | 125    | 6.00  |
| Automobile. ....        | 10  | 46     | 49     | 11.00 |
| Balti. Amer. ....       | 5   | 27     | 28     | 1.60  |
| Bank. & Ship. ....      | 25  | 120    | 130    | 6.00  |
| Boston. ....            | 100 | 830    | 860    | 16.00 |
| Brooklyn. ....          | 5   | 21     | 24     | 1.20  |
| Camden. ....            | 5   | 26     | 28     | 1.00  |
| Carolina. ....          | 10  | 36     | 38     | 1.50  |
| Central Fire. ....      | 10  | 47     | 52     | 2.00  |
| Cent. West Cas. ....    | 50  | 48     | 53     | 2.00  |
| Chicago F. & M. ....    | 10  | 16     | 18     | ...   |
| City N. Y. ....         | 100 | 610    | 630    | 16.00 |
| Colonial States. ....   | 10  | 17     | 19     | ...   |
| Com. Casualty. ....     | 10  | 25     | 26     | 1.20  |
| Conn. General. ....     | 10  | 145    | 150    | 1.20  |
| Const. Ind. ....        | 5   | 13 1/2 | 15     | ...   |
| Cont. Casualty. ....    | 10  | 40     | 42     | 1.60  |
| Continental. ....       | 10  | 73     | 74     | 2.40  |
| Eagle, N. J. ....       | 5   | 15 1/2 | 16 1/2 | 1.00  |
| Empd. Reins. ....       | 10  | 24     | 26     | 1.50  |
| Fid. & Dep. ....        | 50  | 183    | 188    | 9.00  |
| Fid. & Guar. Fire. .... | 10  | 47     | 48     | ...   |
| Fid.-Phenix. ....       | 10  | 84     | 85     | 2.60  |
| Fire Assoc. ....        | 10  | 41     | 42     | 2.50  |
| Firemen's Fund. ....    | 25  | 102    | 105    | 5.00  |
| Firemen's. ....         | 10  | 38 1/2 | 39 1/2 | 2.20  |
| *Franklin. ....         | 10  | 39 1/2 | 41     | ...   |
| Glens-Falls. ....       | 10  | 57 1/2 | 59 1/2 | 11.60 |
| Globe. ....             | 10  | 20     | 24     | 1.20  |
| Globe & Rut. ....       | 100 | 1260   | 1280   | 28.00 |
| Globe Und. ....         | 15  | 16     | ...    | ...   |
| Great Amer. Ind. ....   | 10  | 34     | 38     | ...   |
| Great American. ....    | 10  | 38 1/2 | 39 1/2 | 1.60  |
| Halifax. ....           | 10  | 34 1/2 | 34 1/2 | 1.00  |
| Hanover. ....           | 10  | 62     | 64     | 11.60 |
| Harmonia. ....          | 10  | 36     | 38     | 1.50  |
| *Hartford Fire. ....    | 10  | 86     | 88     | 2.00  |
| *Hartfd. St. Boil. .... | 10  | 73     | 78     | 1.60  |
| Home Fire Secur. ....   | 10  | 24     | 25     | 1.05  |
| Home, N. Y. ....        | 10  | 47     | 48     | 2.00  |
| Homestead. ....         | 10  | 30     | 31     | 1.00  |
| *Hudson Cas. ....       | 5   | 7      | 9      | ...   |
| Import. & Exp. ....     | 25  | 65     | 70     | 4.00  |
| Independ. Fire. ....    | 5   | 9      | 11     | .80   |
| Independ. Ind. ....     | 5   | 14 1/2 | 18 1/2 | ...   |
| Industrial, O. ....     | 10  | 18     | 22     | 1.00  |
| Ins. Co. of N. A. ....  | 10  | 82     | 84     | 12.00 |
| *Lincoln Fire. ....     | 10  | 39     | 42     | 1.20  |
| Lloyd's Cas. ....       | 10  | 15     | 18     | .60   |
| Md. Casualty. ....      | 25  | 106    | 108    | 5.00  |
| Mass. Bonding. ....     | 25  | 130    | 138    | 4.00  |
| Merchants Com. ....     | 10  | 118    | 125    | 2.00  |
| Merch. & Mfrs. ....     | 5   | 22     | 24     | 1.00  |
| National Cas. ....      | 10  | 23     | 25     | 1.20  |
| National Ct. ....       | 10  | 85     | 88     | 2.00  |
| National Lib. ....      | 5   | 17     | 18     | 1.50  |
| National Sur. ....      | 50  | 94     | 95     | 5.00  |
| National Union. ....    | 100 | 288    | 295    | 12.00 |
| New Amster. Cas. ....   | 10  | 43     | 44     | 2.00  |
| New Brunswick. ....     | 10  | 36     | 37 1/2 | 1.50  |
| New England. ....       | 10  | 33     | 35     | 1.00  |
| New Hampshire. ....     | 10  | 55     | 59     | 1.60  |
| New Jersey. ....        | 20  | 50     | 55     | 2.50  |
| North River. ....       | 10  | 71     | 73     | 2.00  |
| Northern. ....          | 25  | 100    | 110    | 4.00  |
| N. W. National. ....    | 25  | 135    | 145    | 15.00 |
| Occidental. ....        | 10  | 23     | 26     | ...   |
| Pacific Fire. ....      | 25  | 135    | 145    | 6.00  |
| Peoples National. ....  | 5   | 17     | 18     | 1.50  |
| Phoenix. ....           | 10  | 90     | 92     | 2.00  |
| Pref. Accident. ....    | 20  | 67     | 72     | 3.00  |
| Presidential. ....      | 25  | 37     | 42     | ...   |
| *Prov.-Wash. ....       | 10  | 81     | 83     | 2.20  |
| Public Fire. ....       | 5   | 16 1/2 | 17 1/2 | ...   |
| Rhode Island. ....      | 10  | 33     | 38     | 1.20  |
| Roch. Amer. ....        | 10  | 47     | 53     | 1.00  |
| Russia x rights. ....   | 10  | 42     | 43     | 2.20  |
| St. Paul F. & M. ....   | 25  | 233    | 237    | 5.00  |
| Security Ct. ....       | 10  | 43     | 46     | ...   |
| South. Surety. ....     | 10  | 19     | 20     | 1.60  |
| Springfield. ....       | 25  | 160    | 170    | 4.50  |
| Standard Acci. ....     | 50  | 200    | 275    | 6.00  |
| Stuyvesant. ....        | 25  | 77     | 82     | 2.00  |
| Sylvania. ....          | 10  | 25     | 27     | 1.50  |
| Trans. Indem. ....      | 10  | 17     | 19     | ...   |
| Transport. Ins. ....    | 10  | 19     | 21     | ...   |
| Travellers. ....        | 100 | 1560   | 1590   | 16.00 |
| U. S. Casualty. ....    | 25  | 82     | 87     | 4.00  |
| U. S. Fid. & Guar. .... | 10  | 46     | 47     | 2.00  |
| U. S. Mer. & Ship. .... | 100 | 430    | 455    | 12.00 |
| *Virginia F. & M. ....  | 25  | 100    | 115    | 3.00  |
| *Westchester. ....      | 10  | 71     | 73     | 2.00  |

\*Pays extra dividend.

\*New.

### Washington Agents Meet in Tacoma

SEATTLE, WASH., April 16.—According to plans under way here the annual meeting of the Insurance Agents League of Washington will be held in Tacoma some time in July. Harry C. Coffman, president of the league, is heading the work of preparation for the meeting and made this announcement.



## BUT IT RAINED!

The best laid plans go far astray when rain takes a hand in the arrangements. Merchants, sport promoters, fraternal orders, fair associations, theatre owners — all are splendid prospects for rain insurance.

Ætna and World agents have the facilities for handling this coverage and have increased their premium income through its sale. Underwriters and field men of the Ætna Fire Group work in close cooperation with the local agent in putting this profitable business on his books.



ÆTNA INSURANCE COMPANY  
THE WORLD FIRE AND MARINE INSURANCE CO.  
THE CENTURY INDEMNITY COMPANY  
HARTFORD, CONNECTICUT

## Federal Bonds Ruled Exempt

(CONTINUED FROM PAGE 5)

state tax on net worth, might escape the tax completely by the "simple expedient" of buying on credit government bonds equal in value to his net taxable assets.

### Background of Case

The Missouri supreme court Feb. 11, 1929, upheld the St. Louis tax assessment, ruling that the Missouri company had no right to disregard nontaxable securities and deduct liabilities from tax-

able assets alone in making personal tax return. The court held that liabilities should be deducted from assets. It found taxable assets were \$354,265, or 79.03 percent of assets, that 79.03 percent of the liabilities was \$263,554, and that the difference of \$90,711 was properly taxable.

Using this computation, the Missouri court held that the company's protest against the \$50,000 tax assessment was without merit. The company in making its personal tax return had excluded the \$94,000 in tax exempt securities, and deducted \$333,846 liabilities from \$354,265 taxable assets.

The decision blocks the plans of the

city to compel companies with home offices in St. Louis to pay approximately \$80,000 in additional taxes annually.

### Washington Appointments

SEATTLE, WASH., April 16.—Several appointments have been made here. Bell & Co. became general agents for the New York Fire and are now affiliated with Corroon & Reynolds and Crum & Forster. Gould & Gould become general agents for the Industrial of Dallas in Washington, Oregon and Idaho. Groninger & Co. becomes general agent for the Potomac in Washington, appointed by T. C. Moore, general manager, who visited here.

## Rules Revised at Washington

(CONTINUED FROM PAGE 5)

The governing committee recommended that no further commissions be allowed on Kansas impounded premiums than had been voted on, viz., one-half of the total impounded premiums without accrued interest. This was approved. The next meeting will be held Sept. 16 at the Royal York hotel in Toronto.

It was a foregone conclusion that the old officers headed by President Charles R. Street would be reelected. All felt it would be unfortunate to change horses in midstream. President Street has the confidence of the members and there was universal appeal for him to continue as head of the organization.

### WASHINGTON MEETING NOTES

The Phoenix of Hartford had a quartet present at the Western Underwriters Association meeting headed by President Milligan. Accompanying him were Vice-President George C. Long, Secretary Fred C. Gustetter and Secretary George W. Holton.

\* \* \*

Vice-President E. T. Cairns of the Fireman's Fund, who is on a trip through the east, made it a point to attend the meeting at Washington.

\* \* \*

John R. Dumont of New York, manager of the Interstate Underwriters Board, augmented the grand association of camp followers in the hotel lobby.

\* \* \*

Thomas E. Gallagher, former western manager of the Aetna, was present at the meeting and then went to New York to visit his son, Vincent L. Gallagher, secretary of the America Fore.

\* \* \*

Clarence A. Ludlum, former vice-president of the Home of New York, and former president of the Western Union, shook hands with old friends.

\* \* \*

Thomas E. Braniff of Oklahoma City, president of the Prudential Fire, who is one of the old stage horses at casualty conventions, was an interested spectator at this meeting.

\* \* \*

President E. W. West of the Glens Falls, who seldom attends Western Underwriters Association meetings, was on hand accompanied by Vice-President R. S. Buddy, who has charge of the west.

\* \* \*

T. F. Cunneen, manager of the insurance department of the United States Chamber of Commerce, and his assistant, A. M. Von Thaden, attended the banquet as did R. R. Clark, who was formerly with the insurance department but is now insurance editor of the "United States Daily."

### Dunham Issues Warning

Commissioner H. P. Dunham of Connecticut advises that all agents' licenses in the state must be renewed by May 1, warning that those not so equipped will not be permitted to seek business. There are now 6,400 agents and 400 brokers operating in the state.

### Fight I. U. B. in New York

NEW YORK, April 16.—The Fire Insurance Agents Association of New York strongly opposes the proposed extension of the operations of the Interstate Underwriters Board to New York state and pledges antagonism to any change in the existing rules of the New York Fire Insurance Exchange that might recognize the former body.

### Smith Returns to Business

George Ormond Smith, who was formerly Pacific Coast manager of the London & Lancashire, is returning to the business as general agent of the Homeland at San Francisco. Mr. Smith was severely injured in an automobile accident last year but is now in good shape.

**"Our connection has  
been most satisfactory"**

After representing the Ohio Farmers for 18 years in an important Eastern city, an agent writes:

"Our connection has been most satisfactory and the name Ohio Farmers is highly praised by policyholders."

Eighteen years is not long for an Ohio Farmers agency connection, but it is long enough for this man (name on request) to know that this Company is an asset in his office.

Perhaps you can secure this asset for your agency.



# OHIO FARMERS INSURANCE CO.

Organized 1848

Le Roy

Ohio

The Ohio Farmers Insurance Company owns and operates the Ohio Farmers Indemnity Company, a casualty insurance running mate.

# On Building Business

Pick up a copy of an insurance publication. It will be unusual if some article in it doesn't tell you how to build the confidence of your assureds and your business by pushing a special line.

Any agent who knows and presents all lines to his assureds usually enjoys an increasing volume. He builds an unshakable confidence in himself from the start. But even he must remember many things and constantly be on the alert.

For instance:

Are you selling automobile collision insurance right now? The cost is smaller than it has been in some years.

What of windstorm or tornado?

Spring moving day is coming soon. Does it remind you that there is lots of rent, rental value and leasehold insurance still unwritten?

The summer vacation season is nearing. Are you preparing to sell those who travel only once or twice a year? They need a personal effects policy, perhaps even more than the habitual traveler.

Spring and summer may see more shipping, especially on rivers and lakes that were closed during the winter. Are all your clients who ship and receive goods by rail, inland or coastwise steamer, public truckmen or railway express protected by transportation insurance?

## Corroon & Reynolds

INCORPORATED

Insurance Underwriters

*Manager*

92 William Street

New York, N. Y.

*Complete facilities for writing  
all classes of insurance, excepting life*

AMERICAN EQUITABLE ASSURANCE  
COMPANY OF NEW YORK  
Capital, \$2,000,000.00

BRONX FIRE INSURANCE COMPANY  
OF THE CITY OF NEW YORK  
Capital, \$1,000,000.00

BROOKLYN FIRE INSURANCE COMPANY  
Capital, \$1,000,000.00

GLOBE INSURANCE COMPANY  
OF AMERICA  
Pittsburgh, Pa.  
(Incorporated 1862)  
Capital, \$1,000,000.00

INDEPENDENCE FIRE INSURANCE  
COMPANY  
Philadelphia, Pa.  
Capital, \$1,000,000.00

INDEPENDENCE INDEMNITY COMPANY  
Philadelphia, Pa.  
Capital, \$1,250,000.00

JEFFERSON FIRE INSURANCE CO.  
Newark, N. J.  
Capital, \$400,000.00

KNICKERBOCKER INSURANCE COMPANY  
OF NEW YORK  
Capital, \$1,000,000.00

LIBERTY BELL INSURANCE COMPANY  
Philadelphia, Pa.  
Capital, \$1,000,000.00

MERCHANTS AND MANUFACTURERS  
FIRE INSURANCE COMPANY  
Newark, N. J.  
(Chartered 1849)  
Capital, \$1,000,000.00

NEW YORK FIRE INSURANCE COMPANY  
(Incorporated 1832)  
Capital, \$1,000,000.00

REPUBLIC FIRE INSURANCE COMPANY  
OF AMERICA  
Pittsburgh, Pa.  
(Incorporated 1871)  
Capital, \$1,000,000.00

SYLVANIA INSURANCE COMPANY  
Philadelphia, Pa.  
Capital, \$1,500,000.00



In April, it's Automobile Collision Insurance. Featured in the Alliance Saturday Evening Post advertisement for April 19th, with "Ask Your ALLIANCE Agent."



## THE ALLIANCE INSURANCE COMPANY OF PHILADELPHIA

Head Office: 1600 Arch Street, Philadelphia

CHICAGO  
309 W. Jackson Blvd.

SAN FRANCISCO  
31 Sansome Street

ATLANTA  
8th Floor, Hurt Bldg.

## Set Dates for Cost Hearings

(CONTINUED FROM PAGE 3)

of Insurance Agents are showing an admirable attitude and are assisting the commissioners in every possible way.

Agency qualification cannot be divorced from acquisition costs, in the opinion of one of the commissioners' committee. When and if action is taken, this official comments, control of appointments and exclusion of unqualified solicitors must be a part of the plan. This is one of the chief projects of the National association, which accounts for the strong support of the whole commissioners' inquiry being given by local agents' leaders.

In fact, the commissioners have not embarked on a determined policy to cut right and left in order to make the fire, casualty and surety business profitable—and safer for policyholders. One of the committee speaks clearly on this question, stating that the members seek voluntary correction of acquisition cost abuses. It is not admitted in so many words that abuses have been discovered in data supplied the committee, nor in fact are any intimations as to the trend of the data, figures or anything else specific, divulged by the committee.

### Two Troublesome Abuses

Nevertheless, there is no question but that many practices needing correction have been disclosed through answers to the questionnaire submitted to companies by the committee recently. Widespread appointment of non-policy-writing agents, and of general agents who are that in name only, and not in functions, are but two of the problems which undoubtedly are being seriously considered by the commissioners.

Commissions as high as 40 percent undoubtedly have been paid by some companies on fire, casualty and surety business. Since fire and casualty companies consider they can break even on underwriting with a 60 percent loss ratio, it is obvious the high commission completely wipes out the premium, leaving no margin for administration expenses, taxes and the small profit to which all companies are entitled.

### Excess Wipes Out Profit

Home office expense is said to average close to 15 percent, and this with the approved commission scale equals about 40 percent. Stock casualty companies had 51.9 percent combined loss ratio in 1928, so a general practice of paying 15 percent excess in commissions or allowances would have resulted in 6 percent or so underwriting loss. Stock fire companies had 47 percent combined loss ratio on fire and miscellaneous in 1928, which under the same practices would have left 2 percent or so net underwriting loss.

### Probe of Great Significance

Without a doubt, the commissioners' investigation of acquisition costs is the most important deliberation this year. It has been prefaced by frequent public statements of agency leaders strongly deprecating appointment of nonpolicy-writing agents and general agents without general agency functions. Investment profits previously made it unnecessary for company officials to solve these problems at once, but with the stock crash of last fall and reduced premiums since, profits have been problematical.

Emphasis is being strongly placed on underwriting this year as a result of the urgent need now for underwriting profit. Administration expenses are more or less inflexible and are believed to be pared down almost to the bone, as it is. Thus it appears possible the only avenue open to reduced costs is in the sales end. Even then there is no intimation of objection to standard commissions on the basis of which the business has been underwritten in the past. The only criticism is directed against excess commissions and allowances.

One thing is obvious, it is the companies who will be looked to for correction of these faults in the business.

Many new companies which have entered the field in the last year or so, eager for premiums, have helped to bring matters to a crisis. Their most profitable source of premiums has been on expirations of older established companies which they have raided systematically. In fact, it is the newer companies as a class against whom are charged most of the abuses.

However, mutuals have enjoyed unprecedented growth in the last year, some of which was at the expense of all stock companies. Naturally, some of the older stock companies were not content to sit back and watch their business being raided by "at costers." After all, the insurance business is a business, and must show a profit to satisfy its owners, the stockholders, to whom officers are answerable.

### Other Side of Picture

On the other side, it is pointed out by one close to the commissioners' committee, what does it profit a company to write a risk at what is certain to be a loss? When loss ratio, if it is average, will be 65 percent, and administration costs total 15 percent to 20 percent, how can a company deliberately defy underwriting laws by permitting payment of 35 percent or 40 percent commission when the risk thus is sure to show upwards of 25 percent net loss? This is assuming the rate has not been reduced by one of several methods possible.

When "sharpshooting" enters the picture, the two-way raiding of expirations, this often results only in driving the rate down to a dangerously low level, without any more business being put on the books.

Many western department offices show heavy drops in premiums this year, and in some cases far fewer risks. Western managers are uniform in placing this decrease close to 20 percent, and in case of individual companies it is much greater.

### Casualty Leader's Proposal

Not so many months ago a prominent casualty agent declared at the organization meeting his serious contemplation of a proposal to appeal to the federal trade commission to intercede in an effort to end some of these abuses in the casualty business, which is admittedly in a highly competitive state, especially in New York and Chicago.

All of these various forces have served to bring the subject of acquisition costs to a critical focus this year. There is little doubt but that the commissioners are just becoming aware of the "dynamite" contained in their investigation and of the difficulty of taking action in any direction that will not bring down a storm of criticism from some quarter. Membership on the acquisition costs committee will go down in history as one of the most difficult assignments ever made in the Commissioners Convention.

### May Question Exempted Cities

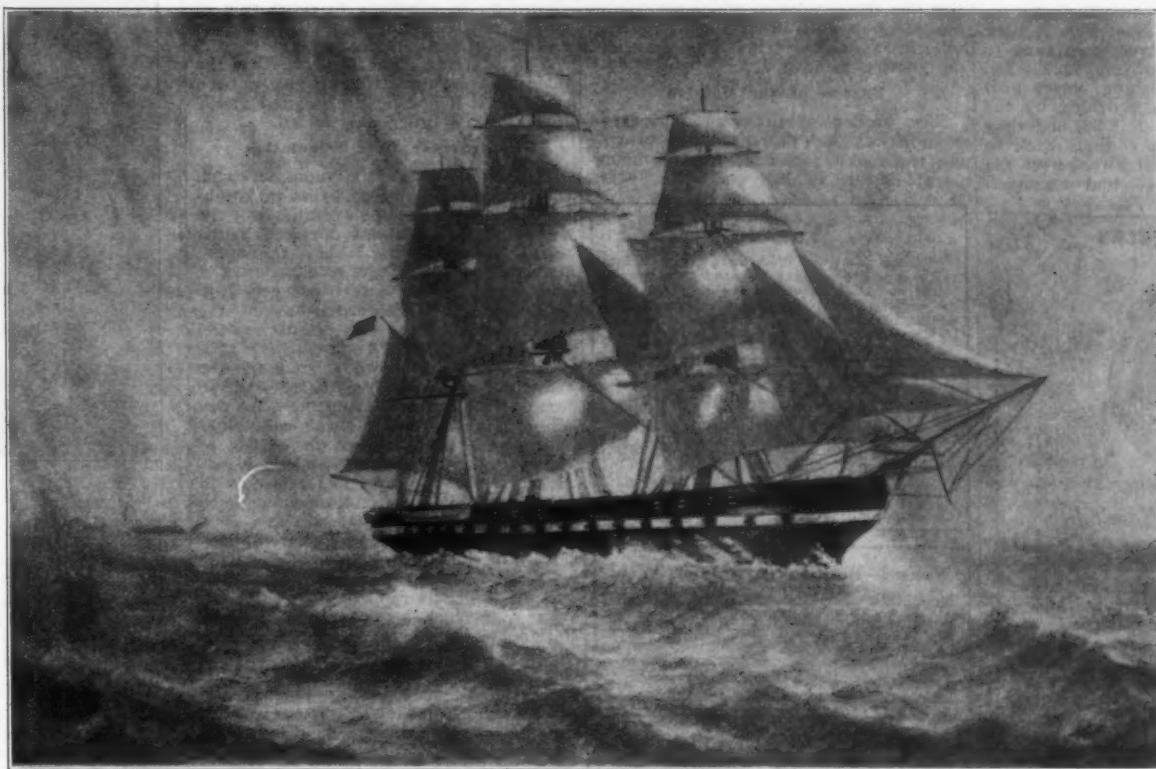
It is certain that the interest of the committee will center largely on exempted cities and the large concessions which have become customary, due to the fact that they have been in force for many years. One of the greatest problems both in fire, and casualty and surety, since companies began to count their costs closely, has been that of exempted cities.

Fear of losing old and valued representation, particularly of very large agencies, first produced the anachronism of making commission rules, and then relieving certain larger cities from their operation. Since a very large proportion of the nation's premiums comes from these cities, the practice has had a strong effect on experience for the entire country.

### Norman Nelson President

In a recent issue, R. M. Eacock of Oklahoma City was referred to as president of the American Standard Fire of that city. Mr. Eacock was succeeded by Norman Nelson in October of last year as head of the company.

"STRENGTH LIES IN DEEDS NOT SIZE"



[ *The American frigate "The Constitution" better known to the American people as "Old Ironsides" was built in Boston in 1797. Carrying 44 guns this ship made a remarkable record during the war of 1812 and was outstanding as an American man-of-war during her entire career.* ]

**E**ARLY American history is resplendent with glorious deeds of valor and heroism of the American navy. Most every ship made an enviable name for itself. There were bigger and smaller frigates than "Old Ironsides" but none were better in reputation, deeds, or accomplishments.

Today there are bigger and smaller automobile, fire and windstorm insurance companies than the Eureka-Security Fire and Marine but none are better for agents to represent. 66 years of experience expressed in deeds and service to agents and policyholders has given this company strength and security in its accomplishments.

## The Eureka-Security Fire and Marine Insurance Company

(*Also known as the Cincinnati Underwriters*)

Established 1864

Cincinnati, Ohio

"THE COMPANY THAT KNOWS WHAT TO DO FOR ITS AGENTS AND DOES IT"

## Missouri Wins Rate Decision

(CONTINUED FROM PAGE 3)

state court, Mr. Hyde, in January, 1928, gave notice that under the rate order he designated the classes to which the reduction should apply as of Feb. 1, 1928. The companies, however, continued to collect the old rate until July, 1929, when they made a filing making, under protest, the reduction as provided by the rate order as of Feb. 1, 1928, and they refunded the excess premiums back to that date. The National Fire, before the supreme court, claimed that inasmuch

as the companies failed to submit and the superintendent of insurance did not designate the classes to which the reduction should be applied until February, 1928, the lower rates should not take effect until that time. In dismissing this contention the supreme court declared that "by the stipulation which the parties agreed upon, such order should apply to all classes alike. This was sufficient designation in advance."

### Burden of the Opinion

The burden of the supreme court's opinion was that the stipulation providing for a new rate order and a review proceeding to be had on it are so far

binding on the parties that on an interlocutory injunction application the court will not say as a matter of law that it is unreasonable to treat it as effective. "A decree of the district court denying an interlocutory injunction," the court stated, "will not be reversed unless shown to be contrary to some rule of equity or the result of an improvident exercise of judicial discretion."

The supreme court declared that the plaintiff's argument would have been stronger if it had been presented at the time the rate order was passed.

### Controversy Over Stipulation

In coming before the supreme court, the National Fire claimed that the stipulation entered into upon dismissal of the original suit could not operate against it in this proceeding. This stipulation, the court declared, shows that when it was made another rate order was contemplated. All the provisions of the stipulation, except that dismissing the review then pending, relate to the procedure to be followed in making the reduction and providing for review. In lieu of the rule that during the pendency of the review insurance companies should not charge rates in excess of those fixed by the superintendent, it was arranged that the rates in force prior to the order should continue in effect until the case was finally determined.

The company contended that the collection of the higher rates was not made pursuant to the stipulation. "The stipulation," the court replied, "was sufficient to support such an order and there is nothing in the record to require a finding that one was not made. In view of the requirement that, pending review, insurers shall not charge more than the reduced rates and in the absence of any other disclosed authority to continue to exact the higher premiums, it is right to attribute the excess charges to the promise to refund."

### ESTIMATE EXCESS AT \$8,000,000

JEFFERSON CITY, MO., April 16.—Superintendent Joseph B. Thompson states that Missouri will proceed at once to compel the insurance companies operating in Missouri to refund the excess premiums collected since Nov. 15, 1922. Last year the companies made a refund of 10 percent on premiums collected on and after Feb. 1, 1928, and since last August, under protest, have been charging the lower rates.

In view of the Supreme Court's action the way is paved for Missouri insurance buyers to demand a refund of approximately \$8,000,000 on insurance placed between Nov. 15, 1922, and Feb. 1, 1928.

Commenting on the action in the National Fire case, Superintendent Thompson said: "The court of last resort has spoken in this case and there is nothing left to the companies except to make the refund of 10 percent on policies placed between Nov. 15, 1922, and Feb. 1, 1928, from which date the companies have voluntarily made refund to policyholders."

### How Refund Will Be Made

"Just what the procedure will be in collecting the refunds will be determined after consultation with Governor Caulfield, Attorney General Shartel and the special attorneys for the insurance department in this litigation, Floyd E. Jacobs and John T. Barker of Kansas City.

"One of the points to be determined is whether the companies shall be required to refund directly to the policyholders as was done in the case of the refunds previously made, or pay the money to the insurance department for refund to the policyholders. The matter would be simplified by payment direct by the companies to the holders of policies."

On Dec. 31, 1929, the companies through the Missouri Inspection Bureau filed an application with Superintendent Thompson asking for an increase of 16% percent in their rates. Examiners for the Missouri insurance department are now checking the Missouri business of the various companies to determine

## Elected Director



HENRY G. ROWE

Henry G. Rowe, a former newspaper publisher, director of the Old Phoenix National Bank and the A. I. Root Company of Medinah, O., the world famous bee and honey house, has been elected a director of the Ohio Farmers. He is director of sales, publishing and advertising for the Root company.

whether the higher rates sought shall be granted. It has been estimated that this work will require about six months. This request on the part of the companies was made to shift the burden of proof from the companies to the state.

## Predict Purchase of Life Companies by Fire Fleets

(CONTINUED FROM PAGE 3)

it would seem that the only result would be an introduction of new life channels which would develop business not now being developed. A change of this nature might prove disturbing for a very brief period, but in the long run, it would doubtless prove a spur to business.

### Brokerage a Factor

Another factor which points to the possibility of such a move and which has been one of the factors in bringing the matter to the minds of the fire insurance executives, is the tremendous growth of brokerage life insurance in the past decade. In these 10 years the practically new venture of having a life insurance department in a general insurance office has swept throughout the country until today there are few brokerage offices or large general agencies that do not have such a life department. Some of them are of huge proportions, ranking with leading life insurance general agencies. This has attracted the fire insurance men, who are always eager to develop any new premium channels.

### Closer Alliance Is Seen

Precedent in this country has rather set life insurance aside as a department totally removed from all other coverages, but the hand-in-hand growth of life insurance with fire and casualty lines in these large brokerage offices has shown the same close alliance in this country as has always been seen in England. Due to the gigantic proportions of the existing life companies, there is no danger of a parallel to the English situation developing here, but it is not at all impossible to imagine the fire and casualty groups adding life insurance departments in the form of separate companies to pick up whatever life business may be available in the offices of their regular agency connections.



### Convenience Comfort & Hospitality

You will appreciate the excellent service and moderate rates. The city's most centrally located hotel. One block from Pershing Square—convenient to leading shops, theatres, financial institutions and electric depots for all resorts. Starting point for parlor car tours. Complete ticket service for resorts and places of amusement. Garage adjoining.

All Outside Rooms—Each With Bath  
One Person - \$2.50, \$3, \$4  
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**Unexcelled Food—Friendly Prices**

FRANK SIMPSON, JR., Director

**Hotel Savoy**  
Sixth & Grand



**HOME OFFICE**  
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CHICAGO, ILLINOIS

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E. H. HENNING, Vice-President  
J. N. GILMORE, Vice-President  
O. F. LOOKER, Secretary

## VIEWED FROM NEW YORK

By GEORGE A. WATSON

### BECOMES SELF-INSURER

Of outstanding interest in industrial and financial circles just now is the proposed merger of the Bethlehem Steel Corporation of Pennsylvania, with the Youngstown Sheet & Tube Company of Ohio. Each is a huge institution, the working capital of the former being \$179,243,656, and that of the latter, approximately \$75,000,000. At one time the Bethlehem corporation carried fire insurance on its main and subsidiary plants but as these increased in size and number it became a self-insurer, creating a special fund and establishing an engineering department with an expert engineer in charge. Insurance on some of the small plants and warehouses is still in stock companies but the amount is relatively small.

### E. G. SNOW'S POLICY

With the great Home of New York combination now definitely committed to enter the casualty business, in addition to the fire and allied lines with which it has been prominently identified for over three-quarters of a century, it is interesting to recall the attitude of the late E. G. Snow, the long time president of the parent corporation, toward casualty insurance. When urged to enter the line in keeping with the practice of the Hartford, Royal, Liverpool & London & Globe and others of its chief fire competitors, Mr. Snow's invariable reply was that he would let these offices gain experience in casualty underwriting and when the business stabilized it would be time enough for the Home to embark in it. He added that he would then have passed out of the picture, and the burden would be upon other and younger shoulders. His forecast has come true. The Home, through its purchase of the Southern Surety,

and the incorporation of the Home Indemnity is prepared to go into the casualty field in a large way, intending within the next 24 months to either purchase or launch two more casualty institutions, foreseeing their need in order to meet the call for representation from agents of the associated companies the country over.

### \* \* \*

### WAS FACTOR IN OIL

The death of John G. Simmonds of New York City recalls the fact that his agency, John G. Simmonds & Co., controlled the largest oil business outside of the Oil Insurance Association. Due to serious illness in 1907, Mr. Simmonds was forced to withdraw from insurance. His agency was taken over by his partners and is still operating as R. B. McFall & Co. Two years later he returned to insurance and after the City of New York, of which he was agency superintendent, was absorbed by the Home, Mr. Simmonds entered the business for himself and decided to specialize on petroleum business throughout the country. He made a special study of this class and personally underwrote the main risks. Charles R. Casey was associated with him. A number of companies were in his syndicate. In 1929 the agency was incorporated as John G. Simmonds & Co. Mr. Casey will carry on the business under the old name.

### \* \* \*

### FLOATER CLAUSE IS UPHELD

A clause in a garment contractor's floater policy requiring that the contractor's loft, shop or workrooms be enclosed within solid walls from floor to ceiling in order to make the policy effective, has been upheld by the appellate division of the New York supreme court against a technicality raised by proprietors of the O. K. Dress & Waist Com-

pany in their suit against the Globe & Rutgers to recover on a burglary loss. The merchants contended that their loft, although it was separated from the rest of the floor only by partitions which did not extend to the ceiling, but above which was wire mesh, nevertheless met the policy requirements in that the entire loft was enclosed from floor to ceiling by the solid outside walls of the building. Justice Sehrman holds that the clause in the policy would be meaningless if such a construction were placed on it, because almost every building has solid outside walls. He says the clause was intended to exempt the company from liability where the contractor's room was not actually enclosed by solid walls so that burglars would have to break through the contractor's enclosure in addition to the outside walls.

### \* \* \*

### MARCH LOSSES INCREASE

New York City fire losses increased in March, but the total for the first quarter was practically the same as for the same period last year, the committee on losses and adjustments of the New York Board reports. Incurred losses the first quarter were \$4,461,877 as against \$4,460,300 a year ago, indicating approximately \$8,000,000 loss for the quarter, since losses reported to the board are about 55 percent of the total for the city.

### \* \* \*

### PLAN UNDERGOING REVISION

The group, or blanket, plan of protecting merchandise is one of the newer developments in fire insurance side lines. As written by the Home, it is undergoing revision in conferences at the home office in New York. It is probable that the conversion feature will be written in a separate contract hereafter.

### Covers Adverse Claims

A and B are Connecticut insurance companies. They issued policies to C, a

citizen of Texas, covering property in Texas. The building was destroyed by fire and the insurance adjusted. After the fire but before adjustment, D, an Illinois corporation, filed suit in Illinois against C to recover on certain promissory notes. Jurisdiction was obtained by publication and A and B were garnished. C advised A and B that the property destroyed constituted his homestead and under the law of Texas was exempt from seizure. A and B filed suit impleading C and D, invoking jurisdiction under 28 U. S. C. A., par. 41, subd. 26. Held that the statute is remedial and to be liberally construed. It is broad enough to cover any adverse claims against the proceeds of the policies, no matter on what grounds urged. Its terms are not to be interpreted as meaning only adverse claims of those pretending to be beneficiaries of the insured. National Fire vs. Sanders et al., U. S. C. C. A. 5th Cir.

### Salvage Corps for Private Plants

R. E. Vernor, manager of the fire protection department of the Western Actuarial Bureau, reports that several industries which have supported private fire brigades have recently established private salvage corps. Members of the corps are instructed in the proper folding and spreading of covers. They are drilled in bagging—tilting the sides of the cover to form a catchall—and in water spouting—the use of a chute to divert streams of water from property which the brigade is trying to protect. They are also acquainted with the use of squeegee.

Inasmuch as none of the plants with these salvage corps have been attacked by fire, the bureau is not yet able to determine whether property so guarded is entitled to a concession in rates. Mr. Vernor believes that it is just as important for industries to maintain salvage corps as fire brigades.



*"Ooh!  
ain't he  
a  
Nice Man!"*

WHAT do you think this folder is  
trying to sell? Why not write  
our Advertising Dept. for a copy  
and find out?

Many property-owners consider insurance  
in the light of an unavoidable tax, and re-  
fuse to read insurance literature.

It is with this thought in mind that we  
have prepared this folder: wouldn't you open  
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**The Columbia**  
FIRE  
INSURANCE COMPANY  
OF DAYTON, OHIO

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Organized 1881  
Surplus to Policyholders \$2,347,309.94

ONE OF THE AMERICAN GROUP

## Chicago Fidelity and Casualty Company

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## The Indemnity Company of America

Announce the opening of  
their home office, nineteenth  
floor, Bankers Building, 105  
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Illinois.



**Combined Resources**  
**\$3,077,305.54**

**Combined Assets**  
**\$2,905,674.71**

**Combined Liabilities**  
**\$649,195.77**

**Combined Capital, \$1,250,000.00**

**Combined Surplus, \$1,106,478.94**

## AS SEEN FROM CHICAGO

### ALBERS WITH HOME

L. Dean Albers, formerly with the Illinois Inspection Bureau, has been employed by the Home of New York as special agent for the department of improved risks, with headquarters at Chicago. Mr. Albers is a graduate of Armour Institute and has been with the Illinois Inspection Bureau for the past four years.

### CUSHMAN ABBOTT RESIGNS

The Phoenix of Hartford group, owing to the fact that a large part of its sprinklered business is written by the syndicates, has decided to dispense with its western sprinklered risk service. Cushman Abbott, who has been sprinkler inspector located at Chicago and servicing the west, has therefore resigned.

### WESTERN BUREAU MEETING

The Western Insurance Bureau has now officially decided on the Marlborough-Blenheim hotel at Atlantic City for its annual meeting, May 6-8. Ralph Rawlings, president, will preside.

### HANOVER FIELD RALLY

The Hanover Fire will have its western field conference in Chicago April 28. It is expected that President C. W. Higley and Vice-President Montgomery Clark will be present.

### TWO EXAMINERS' TICKETS

Two slates have been prepared for the annual meeting of the Association of Fire Insurance Examiners of Chicago, April 17, both headed by C. M. Heinze of the Commercial Union for president. The administration ticket is: Vice-president, H. G. Downing, National of Hartford; secretary, C. G. Beadell, North America; treasurer, E. P. Wall, Crum & Forster; directors, D. E. Murphy, Chicago Fire & Marine, and H. D. Hendrickson, Fireman's Fund. The progressive ticket is: Vice-president, Harry Clark, Providence-Washington; secretary, W. C. Daniels, America Fore; treasurer, Robert J. Petrik, Atlas, and directors, Frank Neuman, North America, and Wilbur Kruse, Springfield.

### INSURANCE CLUB MOVES SOON

The Insurance Club of Chicago expects to have its new quarters in rooms 801 and 805 Insurance Exchange ready for occupancy by April 28. For this reason the annual meeting set for April 21 has been postponed to April 28 so it may be combined with a house warming. The Insurance Exchange quarters are now being remodeled and redecorated.

Since membership consists largely of brokers, the move is one calculated to make the club's facilities far more convenient than in the present location at the Great Northern hotel.

### WALLACE VISITS CENTRAL WEST

W. L. Wallace, vice-president and general manager of the Associated Fire & Marine, which is the companion company of the Associated Indemnity of San Francisco, is visiting some of the more important cities of the central west in connection with Western Manager D. D. Batcheler of Chicago. The Associated Fire & Marine expects in due season to enter Illinois. Claude Fellows, president of the two companies, is also conferring with Mr. Batcheler and visiting a number of cities.

### INSURANCE STOCK MARKET

W. S. Conn of the Chicago investment house of Mitchell, Hutchins & Co., says as to insurance stocks:

"In the main the insurance stock market held its level the past week. Activity was spotty and, generally speaking, there was little development in either market trend or news. A few stocks showed strength, Globe & Rutgers advancing 50 points, Boston 20 points, Aetna Casualty 8 points, National Union 8 points, and Northwestern National Fire 5 points. Our typical list follows:

|                  | April 8 | April 15 | Change |
|------------------|---------|----------|--------|
| Aetna Fire       | 75      | 73       | - 2    |
| Aetna Life       | 97      | 97       | ..     |
| Boston           | 810     | 830      | + 20   |
| Continental Cas. | 40      | 40       | ..     |
| Firemen's, N. J. | 39      | 38½      | - ¼    |
| Globe & Rutgers  | 1190    | 1240     | + 50   |
| Hartford Fire    | 86      | 86       | ..     |
| Home, New York   | 46¾     | 47       | - ¼    |
| National Fire    | 84      | 85       | + 1    |
| Travelers        | 1570    | 1570     | ..     |

### STAFFORD 62 YEARS YOUNG

John F. Stafford of Chicago, western manager of the Sun, was 62 years young April 15. Mr. Stafford began his insurance career in 1887 as an office boy for A. P. Redfield, Chicago adjuster, and a year later entered the western department office of the National of Hartford. He has steadily advanced ever since.

### PREUS IS BANK DIRECTOR

J. A. O. Preus, former governor and former insurance commissioner of Minnesota, who is now a partner in the W. A. Alexander & Co. agency in Chicago, is a director of the new Chicago Bank of Commerce that opened its doors at the corner of Dearborn and Madison streets, Saturday.

## NEWS OF THE COMPANIES

### IS PUTTING OUT NEW ISSUE

**Holding Company for the Union Automobile of Los Angeles Will Increase Funds**

President George Newberger of the Union Automobile and California Union Fire of Los Angeles states that the Union Insurance Holdings, a new holding company, has taken over the assets of the Union Service Holdings, the former holding company. Two shares of stock in the new company are exchanged for three in the old company. The value, however, will be the same. The Union Automobile is licensed in 20 states. Last year its net premiums were \$2,755,000. The California Union Fire is licensed in six states, having assets \$410,919, capital \$200,000 and net surplus \$143,786. President Newberger says that the business has increased to such an extent that it will require additional

capital for increased reserves and for the purpose of acquiring from the Union Automobile all the stock of the California Union Fire, which is now owned by the Union Automobile. In order to obtain the acquired additional capital the holding company is offering 100,000 shares at \$12 a share.

### PREMIER BEING ORGANIZED

**Herbert C. Stoddart Is the Main Factor in the New Company at Washington, D. C.**

The Premier Insurance Corporation, being organized at Washington, D. C., with headquarters in the Shoreham building, has a Maryland charter which is a broad one. The main factor in the enterprise is Herbert C. Stoddart, who is president of the company and also president of the Insurance Investment

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Trust, the holding company. Mr. Stoddart was formerly connected with the Liverpool & London & Globe on the other side of the water. He has spent his entire business career in the underwriting field. He served on the experts committee of the Fire Offices' Committee of London and was a member of the London fire prevention committee.

Mr. Stoddart announces that the Premier will begin business when it has \$250,000 capital and like amount of surplus paid in. The authorized capital is \$1,000,000 and it will be sold to create a surplus of \$3,000,000. The charter of the company permits it to engage in all classes of insurance except life. The financing of the Premier will be done through the holding company.

#### Pacific American Fire

The Pacific American Fire of Los Angeles showed a substantial increase for the first three months of this year as compared with 1929. Written premiums for the first quarter were \$209,793, as against \$161,897, an increase of \$47,896. This business is practically all from Pacific Coast territory, California, Oregon and Arizona. The company has just established a department in Washington with headquarters in Seattle in charge of E. W. Trenbath. D. W. Pierce, Sr., vice-president and general manager, left Los Angeles on Friday for an extended eastern trip, visiting Denver, Oklahoma City, Dallas, New Orleans and Atlanta, with a view to establishing general agencies in those cities.

#### Standard Marine

The Standard Marine of England is to be admitted to Kansas, even though the Standard of Hartford has been in the state 15 years. The Standard Marine won a writ of mandamus to compel Commissioner Charles F. Hobbs to license the company. Kansas has a law which prohibits the admission of companies of the same or similar names, as a protection against fraud. The commissioner held that Standard Marine was so similar to Standard Fire as to cause confusion, but the supreme court holds the opposite view.

#### Company Notes

The National Reserve has been licensed in Maryland. The American Fire & Marine of Galveston has been admitted to Kentucky. A California license has been granted to the Sun Underwriters. Carl Henry will be general agent.

The Pioneer Equitable of Indianapolis and the Columbia of Dayton have been licensed in Minnesota.

The Hudson has declared a semi-annual dividend of 3½ percent or 35 cents a share.

The Gulf of Dallas and the National Mutual of Celina, O., have been licensed in Illinois.

The Alabama department has licensed the Mill Owners Mutual of Des Moines and the United Mutual Fire of Boston.

The proposed Monmouth Insurance Company of Newark, N. J., has been abandoned due to the inability of the promoters to get sufficient financial backing.

#### Urges Protection for Art Treasures During Transit

In view of the "Manuka" disaster, in which a collection of paintings valued at \$125,000 was lost, the America Fore group is urging its marine underwriters to solicit all-risk fine arts and ocean cargo protection. The "Manuka" was transporting the collection for an art exhibit in New Zealand when it crashed on the shores off that island.

"Some idea of the huge values in works of art exposed to total loss by being carried by vessels," the America Fore "Autograph" states, "can be gained from a report from Europe showing that a shipment of paintings by the old masters valued at \$15,000,000 intended for a London art exhibit were carried in one steamer recently."

## CHANGES IN THE FIELD

#### WILLIAMS WITH FIREMENS

##### New Tennessee State Agent for Group Returns to Familiar Field in Taking New Post

A. L. Williams has been appointed state agent for the Firemens group in Tennessee to fill the vacancy created by the resignation of Henry Roberts. Mr. Williams is returning to a familiar field. He once traveled Tennessee for the Milwaukee Mechanics, originally going to that state from the home office of the company where he was superintendent of agents. He resigned that connection to go with another company, from which position he is now resigning. His headquarters will be in Nashville.

#### H. M. Graham

H. M. Graham, a local agent at Eddyville, Ky., for ten years and a nephew of Selden R. Glenn, well known insurance man and politician, has been named Kentucky state agent of the Yorkshire

group. The Yorkshire has split the Kentucky and Tennessee field as a result of calling in S. K. Gray, former state agent for both states, to become agency superintendent. W. B. Tompkins of Nashville was made Tennessee state agent.

#### J. Frank Bohrer

J. Frank Bohrer of Detroit, state agent for the Fred S. James & Co. in Michigan and Indiana, has resigned. Mr. Bohrer will become Michigan state agent for the Camden Fire.

#### George C. Hoffman

George C. Hoffman, who formerly traveled for the Iowa State, Home of New York and American of New Jersey, has been appointed state agent for the Millers National in Kansas and Missouri. He will make his headquarters at Sedalia, Mo.

#### E. Livingstone Adlard

E. Livingstone Adlard has been appointed special agent of the Caledonian and the Caledonian American in New

#### Policy Now Covers Loss of Use of Stolen Auto

The American Automobile of St. Louis announces that loss of use coverage in connection with automobile theft insurance is now available. Loss of use is provided in two forms: the first grants 30-day cover at \$5 a day for \$2.50 annual premium on automobiles which list at factory for less than \$2,000; the second, 30-day cover at \$10 a day for \$5 annual premium on automobiles listing over \$2,000 at factory.

England, associated with Special Agent Robert H. Case, and will devote his attention mainly to Maine, New Hampshire and Vermont. He has temporary headquarters at 55 Kilby street, Boston, but will locate at Portland, Me. Mr. Adlard for 12 years has been with the Massachusetts Fire & Marine of which his father, Walter Adlard, is vice-president.

Oklahoma has lately licensed the Atlanta Fire. The Gulf of Dallas has applied for admission to Oklahoma.

INCORPORATED 1799

## PROVIDENCE WASHINGTON INSURANCE COMPANY of Providence, R. I.

*Capital, \$3,000,000*

*Net Surplus, \$13,010,813*

INCORPORATED 1832

## VIRGINIA FIRE AND MARINE INSURANCE COMPANY

*Richmond, Va.*

*Capital, \$500,000*

*Net Surplus, \$1,408,098*

INCORPORATED 1928

## ANCHOR INSURANCE COMPANY

*Providence, R. I.*

OWNED AND OPERATED BY THE  
PROVIDENCE WASHINGTON INSURANCE CO.

*Capital, \$500,000*

*Net Surplus, \$808,637*

## WESTERN DEPARTMENT

175 W. JACKSON BLVD.

CHICAGO

J. R. CASHEL, Manager

## THE NATIONAL UNDERWRITER

*Formerly THE WESTERN UNDERWRITER*

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### Observations of Moment

At the good fellowship dinner of the WESTERN UNDERWRITERS ASSOCIATION at Washington, D. C., there were some prophetic utterances and observations made on the trends of fire insurance that merit especial consideration. President FRED D. LAYTON of the NATIONAL of Hartford declared that insurance must keep abreast with the times and meet the demands of the day. It must have within itself the elements of growth and progress. It cannot expand and take its proper place in the economic structure unless it does extend itself. In the extension process, however, President LAYTON declared there are some fundamentals and essentials taught by long experience that must be observed. Unless the course is followed as taught by experience the growth will be of the mushroom variety and will die.

President LAYTON also declared that insurance in its public relations must recognize the problems confronting other great businesses. Stock insurance has been negligent and seemingly has endeavored to isolate itself. It has been too much self satisfied. The mutuals and reciprocals have gotten in touch with other lines of business and have become known although their stability as compared with stock insurance is far down the ladder.

President EDWARD MILLIGAN of the PHOENIX of Hartford in calling attention to the acute and strenuous competition of the times declared that there should be a very sharp line drawn between stock insurance and other kinds. The time has come in his opinion, when stock companies and their adherents must cease to patronize concerns that carry participating insurance. Stock insurance is a system of protection. If its people sincerely believe in it then they should stand for it. In the opinion of President MILLIGAN there should be no common habitation. Stock insurance should cease to cohabit with non-stock insurance. The structure, the facilities, history, greater impregnability of stock in-

surance should be emphasized. If other business concerns worship strange gods, then the stock insurance army should not lend them succor.

Vice-President LYMAN CANDEE of the GLOBE & RUTGERS evidently looks forward to a time when there will be uniformity all over the country as to organized companies. There will either be one national association with its sectional branches or the sectional organizations will have companies as members which are consistent in being in the associations wherever they are operated. In other words, there is no reason why a company should belong to the SOUTHEASTERN UNDERWRITERS ASSOCIATION and be non-association on the Pacific Coast. That is undoubtedly a goal toward which many far-seeing officials are looking. It would seem very logical.

Mr. CANDEE expressed the belief, as have others in the past, that the number of fire insurance company managements will grow less. He undoubtedly believes that the primary company will become much larger itself or it will extend its operations through the fleet system and attach to it from time to time independent companies.

President REMAK of the STATE of Pennsylvania, who is an attorney by profession, feels that in the family of company executives and managers there should be better faith and less need of police power to make men do the right thing. They should recognize their obligations and live up to them. There are too many prohibitions in his opinion. He thinks there might be ten commandments in insurance and then create a larger faith in humankind.

These comments made by men eminent in their calling are not trite and commonplace but the result of profound thinking, careful observation and considerable experience.

A SQUARE man is seldom cornered. The best way to get a chance is to take one.

## PERSONAL SIDE OF BUSINESS

A bust of Jacob Loeb, president of the Eliel & Loeb agency and former president of the Chicago school board, was unveiled after a dinner in Mr. Loeb's honor at the Jewish People's Institute in Chicago. Mr. Loeb has been president of that organization for 20 years. The bust is the work of Numa Pattegean, the Russian artist, among whose other recent works was a bust of Professor Breasted, the famous Egyptologist of the University of Chicago.

William F. Ryan, head of the William F. Ryan Company, Cleveland, for over 25 years, died last week. He was 50 years old and an active member of the Cleveland Board.

Henry E. Thompson, 70, superintendent of the Boston protective department for 10 years, to the time of his retirement on pension last October, and previously for some 25 years connected with the Boston fire department, died in Boston of a complication of diseases brought on by injuries sustained in the line of duty.

Albert J. Browning of Milwaukee was married last week to Miss Frances Bushony of New York and West Palm Beach, Fla. They will reside at Milwaukee, where Mr. Browning is branch manager for Wisconsin of the Car & General and the automobile departments of the Royal Exchange, Provident Fire and State Assurance.

Fred L. Tritte, veteran manager of the Rockford, Ill., branch of the Illinois Inspection Bureau, died at his home Friday morning. Mr. Tritte was 63 years of age. He had been head of the Rockford bureau for 40 years. He went home Thursday evening not feeling well and the doctor ordered him to remain in his bed. When the physician called to see him Friday morning he found him dead. Mr. Tritte was a man of warm and cordial personality, who was greatly beloved. He married late in life and his wife died about three years ago.

Robert R. Clark, United States manager of the Caledonian and the Netherlands, plans to sail from New York for Europe April 22. He will be accompanied by Mrs. Clark. After spending some time at the head office of the Caledonian in Edinburgh, the visitors will cross to the Hague, as guests of the officials of the Netherlands, following which they will journey about the continent. Mr. Clark, while one of the youngest men in the business to hold high rank, is admittedly one of the best posted and aggressive. After proving his metal as a field man he was called to the head office of the Caledonian as general agent for New England, shortly thereafter being advanced to executive general agent and appointed United States manager, and president of the Caledonian-American in 1927.

Walter H. Cobban, who at one time was head of the Walter H. Cobban Company of Pittsburgh, the independent adjusting office, and who opened the Pittsburgh office of the General Adjustment, died Thursday of last week. Mr. Cobban in his day was one of the big men in Minnesota and the northwest. He entered the business at Howard in old Dakota Territory in 1883, going with the Dakota Fire & Marine of Mitchell, S. D. He later became special agent for the Manchester Fire when W. W. Dudley was manager, and later served under Manager Truman W. Eustis, traveling in Minnesota and both Dakotas. In 1893 he was chosen secretary of the Minnesota & Dakota Fire Underwriters and was president in 1894.

Mr. Cobban had a penchant for adjusting fire losses. He always took a great interest in this phase of insurance. He went to Pittsburgh in 1907 taking charge of western Pennsylvania

for the General Adjustment opening its branch office. He established the Walter H. Cobban Adjustment Company and later sold it to the Keystone Adjustment Company. When Harvey W. Russ was appointed general manager of the newly organized Underwriters Adjusting Company of Chicago he appointed Mr. Cobban as manager at Minneapolis, he conducting this office for a number of years.

For some time past Mr. Cobban had made his home at Gull Lake, north of Brainerd, Minn., where he was active in the development of his extensive lake shore property. He spent his winters in the south. He was taken ill while at St. Petersburg, Fla., last winter and died about a week after his return to Minneapolis.

Mr. Cobban was one of the charter members of the Min-Dako-Wis tribe. In fact he coined the name, "Min-Dako-Wis" which the organization adopted. Mr. Cobban was born Jan. 7, 1859, at Lowell, Wis. Surviving him are his wife and a son and daughter by a former marriage.

Frank W. Coates, Dubuque, Ia., has just received from the Niagara Fire its "long service" watch fob, in recognition of 26 years' service.

President E. C. Jameson of the Globe & Rutgers will observe his 66th birthday anniversary April 17, having been born in 1864 at Somerville, N. J. Mr. Jameson is a lawyer as well as a fire insurance executive, having been graduated from the New York Law School with an LL.B. degree and is a member of the bar in New York State. He is a trustee of Rutgers University.

Herbert M. Benjamin, vice-president of the Central Fire of Baltimore, is back at his desk after an absence of about three months, due to a broken shoulder bone. Mr. Benjamin was visiting in New Jersey at the time the accident occurred last January. Complications developed, as a result of which the bone did not knit properly, and it was necessary to operate.

Mrs. E. J. Bundenthal of Dayton, O., wife of the well known local agent there, former president of the Ohio Association of Insurance Agents, died Friday afternoon. The funeral was held Monday afternoon. Mrs. Bundenthal was a woman of superior attainment and very highly esteemed.

Scott Nixon, Augusta local agent and secretary-treasurer of the Georgia Association of Insurance Agents, has returned to his office after an appendectomy.

Herbert H. Ray, deputy manager of the Atlas of London, has been visiting in Charleston, S. C., looking over the field.

Samuel P. Rodgers, vice-president of the State of Pennsylvania, with Mrs. Rodgers, has been the guest in Charleston, S. C., of Frank B. Schachte, of Henry Schachte & Sons Agency.

Grover C. Edwards, the new assistant superintendent of the hail department of the Chicago office of the America Fore group, was guest of honor at a dinner in Minneapolis given by alumni of the North Dakota Agricultural College of which both Mr. and Mrs. Edwards are graduates. Mr. Edwards has been special agent and adjuster in Wisconsin for the hail department of the America Fore. Although he was promoted to Chicago several weeks ago he has not yet taken up his work there. He has accompanied Jacob Nelson, superintendent of the America Fore's hail department, on the educational trip of the Western Hail & Adjustment Bureau. Mr. Edwards will come to Chicago soon.

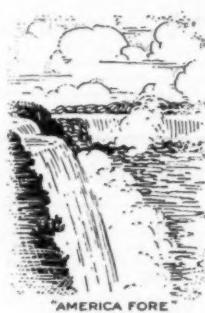
# AMERICA FORE



"AMERICA FORE"



"AMERICA FORE"



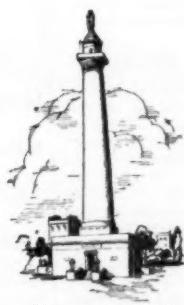
"AMERICA FORE"



"AMERICA FORE"



"AMERICA FORE"



"AMERICA FORE"



"AMERICA FORE"

**AMERICA FORE**

# CHARACTER!

The reactions of an individual in a crisis usually provide a true index to his character. The same might be said to hold true of an insurance company.

While the world was still stunned by the news of the disaster which overtook San Francisco twenty-three years ago -- there came clicking over the wires, this message of hope to the stricken city —

**THE CONTINENTAL INSURANCE COMPANY SOLD  
FIRE INSURANCE AND WILL DELIVER THE GOODS  
UNDAMAGED.**

(Signed) HENRY EVANS, President

Here was a magnificent example of rising to the emergency. Of a quick realization of what was most needed to reassure those unfortunate people and prompt action to give such reassurance. Truly a convincing demonstration of the character of The Continental Insurance Company.

In the intervening years The Continental and its associated companies of The America Fore Group, have demonstrated their character thousands of times over -- perhaps in not so striking a manner -- but just as convincing to those policyholders who have been indemnified for losses they have sustained.

**THE CONTINENTAL INSURANCE COMPANY OF NEW YORK  
FIDELITY-PHENIX FIRE INSURANCE COMPANY OF NEW YORK  
NIAGARA FIRE INSURANCE COMPANY OF NEW YORK  
AMERICAN EAGLE FIRE INSURANCE COMPANY OF NEW YORK  
FIRST AMERICAN FIRE INSURANCE COMPANY OF NEW YORK  
MARYLAND INSURANCE COMPANY OF DELAWARE**

ERNEST STURM, Chairman of the Boards  
PAUL L. HAID, President

**THE FIDELITY AND CASUALTY COMPANY OF NEW YORK**

ERNEST STURM, Chairman of the Board  
WADE FETZER, President

# FIRE INSURANCE NEWS BY STATES

## OHIO AND WEST VIRGINIA

### GETS FINANCE BUSINESS

**Clayton Hale Tells Cleveland Board How Agency Sells Auto Coverage Through Cooperation**

Clayton Hale of the Hale & Hale Company was the principal speaker at the April meeting of the Cleveland Board. He discussed the relation of insurance agents and automobile finance companies. He told of the experiences of his agency and the methods by which a large percentage of business which ordinarily would go to the finance companies was retained.

Finance companies are in competition with each other, he said, and they value the good will of insurance men. Some agencies spoil their own opportunities by asking too much. The Hale & Hale Company makes a practice of getting the policy into the finance company's hands before it gets the automobile sale papers from the transaction. This means prompt action upon notification that the client is going to buy a new car. The greatest difficulty lies in the lack of cooperation of clients who do not notify the agency. The Hale agency makes a rule not to go after business until a week after a car is sold. The prompt action and early delivery of policies draws favor with the finance companies.

### Michigan Agencies Combine

The C. C. Hansen Insurance Agency of Menominee, Mich., and the Service & Real Estate Agency have been consolidated, with Mr. Hansen as president, J. W. Leisen, vice-president, and William Allard, secretary-treasurer. H. B. Moulton, former head of the real estate agency, retains his interest and is manager of the combined business with Mr. Hansen. Mr. Moulton is special agent for four fire companies, travelling in the upper peninsula. The new offices soon will move to 611 Sheridan road.

### Ohio Agency Changes

Recent changes in Ohio agencies include:

Bethesda—R. C. Heskett agency has been sold to Lowell H. Shepherd and the agency will be known as the Shepherd Insurance Agency.

Wooster—A. E. Taylor has taken over the Bough & Taylor agency and will continue under that name.

Kenton—R. E. Pugh of Pugh & Gear has sold his interest in the agency to Fred C. Hathaway and it will be conducted as the Gear & Hathaway agency.

### McElroy Heads Community Fund

COLUMBUS, O., April 16.—F. Austin McElroy, well known insurance man of Columbus, has been elected chairman of the Columbus and Franklin county community fund. He has been on the budget committee of the fund since 1921. Mr. McElroy has been deeply interested in charitable work in Columbus for a number of years.

### Gable Addresses Mutual Club

COLUMBUS, O., April 16.—William E. Gable, manager of the Underwriters Adjusting, addressed the Mutual Insurance Club of Columbus at its monthly meeting Monday. Membership of the club is limited to representatives of mutual fire companies operating on a national scale.

### Report on Ashtabula Inspection

In the inspection at Ashtabula, O., 455 inspections were made, 376 risks were found defective and 1,153 recommendations were made. About 50 members of the Ohio Fire Prevention Association, deputy fire marshals and others took part, aided by business men and Boy

Scouts. At the luncheon, which was attended by 125, talks were given by B. O. Evans of Cleveland and Dr. W. F. Wise of the state fire marshal's division.

Inspections will be held at Hamilton April 30 and at Zanesville May 7, the latter on the day following the field club meetings in Columbus.

### American National Moves

The American National of Columbus moved this week from the Atlas building into its new offices on the 22nd floor of the new A. I. U. Tower. The company has been in the Atlas building for the last ten years. In addition to the entire 22nd floor the company will have a part of the 41st floor.

### Evans Speaks at Youngstown

At the bi-monthly meeting of the Youngstown, O., Association of Insurance Agents B. O. Evans, Cleveland, state manager of the Glens Falls In-

demnity, spoke on "What Is the Insurance Agent's Future?"

### Takes Over Two Agencies

The Vetter-Hennie Insurance Agency has taken over the Louis E. Morfoot Agency and also the Du Bois Agency in Cleveland. The Morfoot agency was one of the oldest south side agencies.

### Ohio Notes

Charles J. Seabrook of the George H. Olmsted Co., Cleveland, had just returned with his wife after a sojourn in Sarasota, Fla.

Fire which started in the straw shed of the Mead Pulp & Paper Company at Chillicothe, O., while under control, is still burning. It was estimated 4,300 tons of hay, baled, were stored in this new building and that half of it will be a complete loss.

Homer W. Hanna, formerly with the Charleston Trust Company, has opened the Hanna Insurance & Real Estate Agency in the Kanawha Banking & Trust Company building, Charleston, associated with E. R. Bourn, John W. Clendenen and E. R. Blaine.

## CENTRAL WESTERN STATES

### RECORD OF FARM MUTUALS

**Illinois Figures for This Class Show \$1,522,191 in Premiums During Last Year**

The net assessments and fees of the various farm mutual companies in Illinois last year amounted to \$1,522,191 with losses \$1,252,113. The district mutual companies had assessments amounting to \$169,352 and losses \$123,097. The Svea Mutual Protective of Orin collected \$38,339 and the Green Garden Farmers at Green Garden, \$31,556. The country mutuals collected \$642,549 and paid in losses \$513,952. The largest of these were the Cook County Farmers Mutual of Mt. Prospect with \$29,045 assessments, Industry Mutual of Industry, \$26,468, Macoupin County Mutual of Gillespie, \$21,782, Montgomery County Mutual of Hillsboro, \$19,772. The township mutuals collected \$523,599 and paid out \$536,830. The largest of these are the Big Rock Township Mutual of Big Rock, \$16,471, Big Township Farmers Mutual of Elliott, \$16,119, Farmers Pioneer Mutual Fire & Lightning of Buckley, \$23,241, Wheatland Oswego Mutual of Oswego, \$15,596. The district mutual windstorm companies collected \$184,079 and paid out \$77,993. The largest were the Rockford Farmers District Mutual of Rockford \$84,153 and the Pana & Hillsboro District Cyclone Mutual of Hillsboro, \$45,464.

### State Fund Bills in Indiana

There are indications that an effort will be made at the session of the Indiana legislature in January to have passed at least one and possibly two state fund insurance bills. A fund for fire and tornado insurance on state property is one of the proposed measures and the other is a state employees retirement fund, similar to that in effect in Minnesota. One strong advocate of the latter idea, however, would have it handled through group life insurance in some accredited life company. With the announcement of many candidates for the legislature, insurance folk are seeking to get their views on various insurance measures.

### Plan June Meeting

The annual meeting and outing of Indiana field men's organizations will be held at Lake Wawasee, June 17-18. W.

Burke had been convicted five times before, four times for prohibition violations and once for larceny.

### Succeeds to Brosseau Agency

Following the death of Philip A. Brosseau of Bloomington, Ill., his incorporated agency will hereafter be known as Slack & Larison, Inc. F. S. Larison, who is president of Philip A. Brosseau, Inc., will continue as president of the new organization. Harry E. Riddle will continue as vice-president. Archie W. Froelich is secretary. Earl K. Slack is treasurer and general manager.

### Michigan Notes

Withdrawal from Michigan of the Mohawk Fire of New York was announced this week.

One of Bay City's last two lumber mills, the Island Lumber Company mill in the middle of the Saginaw river, was destroyed by fire last week with a loss of about \$50,000. Firemen found it hard to combat the blaze because of the mill's position on an island in mid-stream. Bay City was at one time center of the Michigan lumbering industry and had many scores of operating mills.

### Illinois Notes

At Kewanee, Ill., George W. Barton has purchased the agency of Ladd Insurance Service and will continue to operate under its old name.

The Indiana Mutual Cyclone of Indianapolis has been licensed in Illinois.

The Mounds Standard Mutual County Fire of Mounds, Ill., has been licensed by the Illinois department.

### Indiana Notes

George A. Slough has bought the C. M. Thompson agency at Union City, Ind.

The Indiana State Fire Prevention Association will inspect Brazil April 25.

O. C. Gleiser, general agent of the Commercial Union at the New York office, has been in Indianapolis. He was for several years Indiana state agent of the company.

The board of county commissioners at South Bend, Ind., has appointed a committee of four insurance men to survey county buildings to determine whether they are sufficiently insured. The committee is A. J. Schindler, Alexis Coquillard, Charles Carlisle and John Weber.

## News of States in the Northwest

### MAY INCREASE JURISDICTION

**Milwaukee Board Issues Invitation to All Stock Fire Agencies in County to Join**

The Milwaukee board is considering a project to extend its jurisdiction throughout Milwaukee county and has invited all agencies for stock fire companies to join the organization. Three plans are available, the first to open full board membership entitling the holder to one vote per \$1,000 of premiums, and to all transfer and other privileges of present members. Membership certificate may be purchased from the board for \$400. No annual dues are included and a forfeiture fund deposit is required.

The second plan is for a non-transferable membership entitling the holder to one vote. Members not to be entitled to hold office. The third plan calls for appointment as solicitor of any county agent who elects this plan, without customary \$50 initiation fee, but to pay \$10 annual dues. He is not to be a policy writing agent, but must agree to place all fire business with a designated agent.

### Firebug Gets Life Sentence

GRAYLING, MICH., April 16—John W. Burke, 55, of Frederic, Mich., was sentenced to life imprisonment at hard labor at Jackson prison on a plea of guilty to a charge of arson in connection with burning of the home of Mrs. Annette Stannard, also of Frederic.

Mrs. Stannard, who is 63, was sentenced to one year in the Detroit house of correction. It was shown that she employed Burke to set fire to the house.

# LOYAL TO PRINCIPLE—TO LOYAL AGENTS, LOYAL

## LOYALTY GROUP JANUARY 1, 1930, STATEMENTS

NEAL BASSETT, President  
A. H. HASSINGER, Vice-President

WELLS T. BASSETT, Vice-President  
ORGANIZED 1855

JOHN KAY, Vice-Pres't and Treas.  
ARCHIBALD KEMP, 2d Vice-President

**ASSETS**  
**\$60,811,870.00**

HENRY M. GRATZ, President  
JOHN KAY, Vice-Pres't

**FIREMEN'S INSURANCE COMPANY**

OF NEWARK, N. J.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1855

**SURPLUS**  
**POLICYHOLDERS**

**\$46,316,645.00**

**\$ 6,252,740.00**

NEAL BASSETT, President  
A. H. HASSINGER, Vice-Pres't

LIABILITIES

**\$14,495,225.00**

A. H. HASSINGER, Vice-Pres't

CAPITAL

**\$18,777,000.00**

NEAL BASSETT, Chairman of the Board  
ARCHIBALD KEMP, 2d Vice-Pres't

**\$ 5,078,813.00**

NEAL BASSETT, President  
A. H. HASSINGER, Vice-Pres't

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1854

**\$ 2,851,083.00**

JOHN KAY, Vice-Pres't and Treas.  
ARCHIBALD KEMP, 2d Vice-Pres't

**\$ 5,233,116.00**

JOHN KAY, Vice-Pres't

THE GIRARD F. & M. INSURANCE CO.

OF PHILADELPHIA, PA.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1853

**\$ 1,743,219.00**

JOHN KAY, Vice-Pres't and Treas.  
ARCHIBALD KEMP, 2d Vice-Pres't

**\$ 5,073,876.00**

W. E. WOLLAEGER, President  
A. H. HASSINGER, Vice-President

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1865

**\$ 2,162,486.00**

NEAL BASSETT, Chairman of the Board  
ARCHIBALD KEMP, 2d Vice-Pres't

**\$ 5,564,987.00**

CHARLES L. JACKMAN, President  
JOHN KAY, Vice-Pres't

NATIONAL-BEN FRANKLIN FIRE INS. CO.

OF PITTSBURGH, PA.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1871

**\$ 2,012,676.00**

JOHN KAY, Vice-Pres't  
ARCHIBALD KEMP, 2d Vice-Pres't

**\$ 652,382.00**

CHARLES L. JACKMAN, President

SUPERIOR FIRE INSURANCE CO.

OF PITTSBURGH, PA.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1870

**\$ 2,486,923.00**

NEAL BASSETT, Vice-President  
ARCHIBALD KEMP, 2d Vice-Pres't

**\$ 379,723.00**

CHAS. H. YUNKER, President  
A. H. HASSINGER, Vice-Pres't

CONCORDIA FIRE INSURANCE CO.

OF MILWAUKEE, WIS.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1886

**\$ 689,182.00**

NEAL BASSETT, Vice-President

**\$13,045,126.00**

J. SCOFIELD ROWE, President  
J. C. HEYER, Vice-Pres't  
JOHN KAY, Vice-Pres't

CAPITAL FIRE INSURANCE CO.

OF CONCORD, N. H.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1905

**\$ 192,643.00**

JOHN KAY, Vice-Pres't  
ARCHIBALD KEMP, 2d Vice-Pres't

UNDERWRITERS FIRE INSURANCE CO.

OF CONCORD, N. H.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1870

**\$ 5,158,536.00**

S. WM. BURTON, Vice-Pres't  
S. K. MCCLURE, Vice-Pres't  
E. G. POTTER, 2d Vice-Pres't

MILWAUKEE MECHANICS INSURANCE CO.

OF MILWAUKEE, WIS.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1874

**\$ 4,625,187.00**

W. VAN WINKLE, Vice-Pres't and Gen. Mgr.  
E. C. FEIGENSPAN, Vice-Pres't  
WELLS T. BASSETT, Vice-Pres't

**\$14,945,383.00**

C. W. FEIGENSPAN, President  
A. H. HASSINGER, Vice-Pres't

COMMERCIAL CASUALTY INSURANCE CO.

OF NEW YORK, N. Y.

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1909

**\$ 2,500,000.00** **\$ 5,028,203.00**

JOHN KAY, Vice-Pres't

**\$14,741,017.00**

H. A. CLARK, Manager  
H. R. M. SMITH

WELLS T. BASSETT, Vice-Pres't

ORGANIZED 1909

**TOTAL NET PREMIUMS**

**\$50,467,137.06**

TOTAL OF ASSETS

**\$133,548,804.31\***

WESTERN DEPARTMENT

844 Rush Street  
Chicago, Illinois

EASTERN DEPARTMENT

10 Park Place  
Newark, New Jersey

CANADIAN DEPARTMENT

461-467 Bay Street  
Toronto, Canada

JAMES SMITH FRED W. SULLIVAN  
Assistant Managers

MASSIE & RENWICK, Limited,  
Managers

JOHN R. COONEY CHAS. H. GATCHAL  
Assistant Managers

\*Includes Firemen's stock holdings in other insurance companies on capital and surplus basis.

# On The

¶ A call on the telephone, a short distance to cover by train or car, and then face to face with actual conditions, armed with a comprehensive knowledge of territorial conditions, the General Agent's trained representatives give a prompt and satisfactory solution to the problem confronting you.

**J. L. DAVIS, INC.**  
Alabama  
BIRMINGHAM, ALA.

**COATES & RAINES**  
Arkansas  
LITTLE ROCK, ARKANSAS

**L. B. LEIGH & COMPANY**  
Arkansas  
LITTLE ROCK, ARKANSAS

**EDWARD BROWN & SONS**  
Pacific Coast and Rocky Mountain States  
SAN FRANCISCO, CALIFORNIA

**COBB, MILLER & STEBBINS**  
Colorado, Wyo., N. Mex., Kansas and Utah  
DENVER, COLORADO

**DALY GENERAL AGENCY, INC.**  
Colorado, Wyoming and New Mexico  
DENVER, COLORADO

**STANDART & MAIN**  
Colorado, Wyoming and New Mexico  
DENVER, COLORADO

**HURT & QUIN, INC.**  
Georgia, Alabama, So. Carolina and Florida  
ATLANTA, GEORGIA

**A. H. TURNER**  
Va., N.C., S.C., Ga., Fla., Ala., Tenn., Miss. & La.  
ATLANTA, GEORGIA

**GEORGE L. RAMEY AGENCY**  
Indiana  
INDIANAPOLIS, IND.

**KANSAS UNDERWRITERS**  
Kansas, Missouri and Oklahoma  
WICHITA, KANSAS

**MILLER-STUDEBAKER AGENCY**  
Kansas  
TOPEKA, KANSAS

**SNYDER BROS. GEN. AGENCY**  
Kentucky and Tennessee  
LOUISVILLE, KENTUCKY

**BLACK, ROGERS & CO., LTD.**  
Louisiana  
NEW ORLEANS, LOUISIANA

**JAS. B. ROSS**  
Mississippi and Louisiana  
NEW ORLEANS, LOUISIANA

**STECKLER-WAGNER, INC.**  
Louisiana and Mississippi  
NEW ORLEANS, LOUISIANA

**R. M. NEELY CO., INC.**,  
Minnesota  
ST. PAUL, MINNESOTA

**J. H. GOOD GENERAL AGENCY**  
Missouri and Kansas  
KANSAS CITY, MISSOURI

[All offices participating in this publicity are members  
of the Association of Fire Insurance General Agents]

# The Spot

**¶** It means money to you--this help when you need it without costly delay. If you are about to lose a line you'll appreciate the General Agent's co-operation. If you need certain information to close new business you'll receive quick response from the General Agent.

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Nebraska, Colorado and Wyoming  
FREMONT, NEBRASKA

**W. S. WILKINSON**

North Carolina  
ROCKY MOUNT, N. C.

**AMERICAN AGENCY COMPANY**

Oklahoma

TULSA, OKLAHOMA

**THE T. E. BRANIFF COMPANY**

Oklahoma, Texas and Kansas

OKLAHOMA CITY, OKLAHOMA

**L. N. EWING COMPANY, INC.**

Oklahoma

TULSA, OKLAHOMA

**E. J. HEAVNER & CO.**

Oklahoma

TULSA, OKLAHOMA

**PHIL GROSSMAYER CO.**

Oregon  
PORTLAND, OREGON

**JOHN M. COGLEY, INC.**

South Dakota  
SIOUX FALLS, SOUTH DAKOTA

**HOLLISTER, DUX & HOLLISTER**

South Dakota  
SIOUX FALLS, SOUTH DAKOTA

**DEXTER BROS. & WHEELER**

Texas  
DALLAS, TEXAS

**GEO. M. EASLEY & CO.**

Texas  
DALLAS, TEXAS

**T. A. MANNING & SONS**

Texas and Arkansas  
DALLAS, TEXAS

**TREZEVANT & COCHRAN**

Texas, N. Mex., Okla., Ark. and Louisiana  
DALLAS, TEXAS

**FLOYD WEST & CO.**

Texas  
DALLAS, TEXAS

**LOUIS E. ENGLISH, INC.**

Virginia and North Carolina  
RICHMOND, VIRGINIA

**GORDON & BROWN**

Virginia, West Virginia and North Carolina  
RICHMOND, VIRGINIA

[All offices participating in this publicity are members  
of the Association of Fire Insurance General Agents.]

## You know— but does your client?

You know that a fire insurance policy is not in any sense a promissory note to pay a certain amount in case of loss. But does your client know this?

The payment of insurance depends upon your clients ability to prove the amount of his loss. To do this he must know the actual cash value at the time of the loss.

Actual cash value is the cost to replace the property new, less the actual depreciation.

Today's actual cash value is readily ascertained if you have insisted upon a Lloyd-Thomas appraisal for your client.

**WHAT IS AN APPRAISAL?** It is a complete classified inventory of insurable property (except stock, merchandise and raw materials). Each item of property is valued at today's cost to replace new. The amount of accrued depreciation is determined and the sound insurable value is given.

**"ITS ADVANTAGES—1st—It discovers insurable values that have long been written off the books through unscientific depreciation. 2nd—It gives the agent, the assured, and the companies value facts of property. 3rd—It makes for adequate insurance protection, for in nearly every instance it calls for additional insurance."**

### The Lloyd-Thomas Co.

RECOGNIZED AUTHORITIES ON PHYSICAL VALUES  
APPRaisal • ENGINEERS

4411 Ravenswood Ave., Chicago  
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| Washington | Los Angeles | Atlanta     | Des Moines   |
| Birmingham | Omaha       | Berlin      | London       |

## COSMOPOLITAN FIRE INSURANCE COMPANY

92 William Street, New York City

CAPITAL \$1,000,000

Surplus and Voluntary Reserve . . . \$1,508,043.98

### OFFICERS

IRA A. SCHILLER,  
Chairman of the Board

JAMES A. BLAINY,  
President

PERCY F. BIGLIN,  
Secretary

FRANK COHEN,  
Vice-President and Treasurer

W. A. RATTELMAN,  
Vice-President

M. L. FITZPATRICK,  
Assistant Treasurer

who is a member. He shall be subject to the same regulations and shall also be entitled to all privileges now applying to solicitors in Milwaukee.

### Set Qualification Date

Sept. 1, 1928, has been adopted as the date to determine qualifications for agents outside Milwaukee city limits, an agent who has been licensed since 1915 to be eligible regardless of his business other than insurance, but any agent who has received his first license after Sept. 1, 1928, to be listed either exclusively in real estate or insurance, etc.

If response to the invitation is unsatisfactory, the board reserves the right to withdraw the proposal. The committee on county jurisdiction is: L. C. Hilgemann, Leedom, Miller & Noyes Company, chairman; Fred J. Lewis, president George H. Russell Company; Val Gottschalk, Gottschalk & Hargarten; W. B. Calhoun, Calhoun agency, and B. A. Lehnberg, Chris Schroeder & Sons agency.

campaign to emphasize importance of fire prevention and forest conservation is planned, through newspaper and magazine publicity, radio talks, forestry meetings, exhibits, window displays and various contests and demonstrations. Last year's experience on forest fires was bad, with 2,400 fires that burned over 380,000 acres of land, causing damage estimated at \$3,000,000.

### Duluth Agencies in Merger

Merger of the Insurance Service Agency of Duluth with the Hubbard agency has been announced. The business of the combined agency will be conducted from the offices of the Insurance Service Agency in the Glencoe building. A number of the Hubbard companies have been taken over for continuing representation.

Through its predecessors the Insurance Service Agency dates from 1886. The Hubbard agency has specialized in casualty lines.

### Minneapolis Bowling League Closes

MINNEAPOLIS, April 16—The Insurance Bowling League of Minneapolis has concluded its season. The Western Adjustment team, which last year finished in the cellar, won the championship with 52 wins and 32 losses. The league had a very successful year and there is considerable enthusiasm for continuing it next season. The final standing follows:

|                                 | Wins | Losses |
|---------------------------------|------|--------|
| Western Adjustment .....        | 52   | 32     |
| Travelers .....                 | 48   | 36     |
| Blue Goose .....                | 45   | 39     |
| Fred L Gray Co. ....            | 42   | 42     |
| Ocean Accident .....            | 41   | 43     |
| Aetna Life .....                | 28   | 46     |
| General Inspection Bureau. .... | 37   | 47     |
| Marsh & McLennan .....          | 33   | 41     |

Individual prize winners were: P. Brown, Western Adjustment, high three-game total, 641; John Hay, Aetna Life, high single game, 269; Aetna Life, high single game, 1169; Marsh & McLennan, team single game, 1169; Marsh & McLennan, high three games, 2933.

### Wisconsin Notes

T. A. Fitzsimmons of Fitzsimmons & Harrington has been admitted to membership in the Milwaukee Board.

Articles of incorporation have been filed for the Rehfeld Adjustment Company, Madison, Wis. Incorporators are Paul H. Rehfeld, Perry A. Slattman and Earl N. Cannon.

There were 562 fire prevention graduates and 601 graduates from the accident prevention and health schools of the safety division of the Milwaukee association of commerce. Speakers at the banquet included Frank R. Daniel of the Wisconsin Inspection Bureau and E. D. Wachter of the Wisconsin Mutual Liability.

### Minnesota Notes

Mutuals had a heavy coverage on the warehouse of the Van Paper Company at St. Paul, Minn., destroyed with \$200,000 estimated loss.

The subject of radiation was discussed by Charles Fitts before the luncheon meeting of the Minnesota Blue Goose in Minneapolis Monday.

H. F. Morris of Fargo, North Dakota state agent for the North British & Mercantile, has gone to New York to attend a conference at the head office.

### Town Plans Blanket Cover

MINNEAPOLIS, April 16.—The Moorhead, Minn., board of education has taken steps to place fire and tornado insurance on all school buildings under a three-year blanket policy. This action is the result of a plan considered for many months, under which insurance premiums will become payable on a specified date and in equalized amounts, thereby enabling the board to make an accurate insurance budget each year. The insurance will cover buildings and contents for \$473,400 on a 90 percent co-insurance basis, and all local agents will share.

### Associations Fund Federation

MINNEAPOLIS, April 16—Through cooperation of the local agents' associations in Minneapolis, St. Paul and Duluth, financing of the Minnesota Insurance Federation for the coming year has been arranged. The Minneapolis association pledged \$3,500, St. Paul \$2,000 and Duluth \$1,000. Federation revenues from dues amount to \$2,500, making the \$9,000 needed to carry on.

### Plan Minnesota Campaign

MINNEAPOLIS, April 16—Thirty Minnesota organizations will conduct the state's fire prevention campaign April 14-26. A comprehensive educational

### Bus Insurance --

**E**XCLUSIVE AGENCY  
for all states west and  
south of the Allegheny  
Mountains — Thirty-six  
States—Stock Company  
over \$2,500,000 capital  
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## IN THE MISSOURI VALLEY

### REFUSES TO RELEASE BONDS

Kansas Department Requires Maintenance of Guaranty Pending Circulation of Refunds

TOPEKA, KAN., April 16.—Work of compiling refunds to Kansas policyholders in final settlement of fire insurance rate case is going ahead quite rapidly, 60 percent of companies having submitted 80 percent of abstracts of policies on which refunds are due. Practically all large companies have made this return. Companies had to compile lists of policyholders for more than six years and submit detailed statements on all policies, giving business covered, date, cancellations and changes, if any, name and address. The department now is occupied with checking these reports, calculating the sum to be returned on every policy and then calculating what each company must pay to the state in order to return the \$3,000,000 impounded premiums.

#### Bonds Still in Force

Some fire companies, and surety companies which signed bonds required by the supreme court during two years the case was pending, have inquired why these bonds may not now be cancelled, as they will all fall due shortly and the companies would like to be rid of this expense. But the department will not release the bonds until after it has completed calculations. For some companies there will be refunds, while the state must collect large sums from others to provide sufficient money to pay the claims. The state has \$2,600,000 impounded premiums on hand, and must collect about \$600,000 more and refund about \$200,000 to companies that paid too much. Some of the larger companies paid too much into the impounded premium fund.

### OMAHA GETS REDUCTION ON MERCANTILE RISKS

OMAHA, April 16.—In a letter from Frank Stanbery of the Nebraska Inspection Bureau local agents in Omaha were advised of a reduction of 10 to 15 percent in fire insurance rates on mercantile and industrial brick buildings and their contents in Omaha. It is explained that rehabilitation of the Omaha fire department made the reduction possible.

The bureau granted a general reduction in advisory fire rates June 16, 1929, on brick buildings and their contents located in protected localities, but Omaha, including South Omaha, Florence and Benson, was excepted, "owing to the deplorable condition of fire equipment." Inasmuch as improvements have now been made, the bureau therefore makes good its promise to extend this reduction to Omaha, including South Omaha, Florence and Benson.

#### Central Kansas Field Club

WICHITA, KAN., April 16.—Several new members have been added to the Central Kansas Field Men's Club the past few weeks, including M. W. Slawson, recently appointed special agent for the Royal companies, with headquarters in Wichita; H. L. Sewell, inspector with the Wichita office of the Kansas Inspection Bureau, formerly with the St. Louis office of the Missouri Inspection Bureau; J. E. Patton of the Georgia Home, and Melvin Smith, special agent for the Delaware, represented by the H. T. Lamey general agency of Denver.

The revised Kansas rule book recently issued by the Kansas Inspection Bureau has been discussed at the last two meetings by P. L. Lake of the St. Paul. These discussions are to be continued for several weeks under the direction of Sam F. Woolard of the American Central, A. W. Fleibig of the Milwaukee Mechanics and J. F. Snyder of the St. Paul.

### YOUNG MEN'S AGENCY GROWS

Organized in 1929 the General Insurance Agency Is Writing Premiums on Quarter Million Basis

Insurance men are watching with interest the remarkable career of the General Insurance Agency of Kansas City, Mo. It is composed of young men in the late 20s and early 30s. The agency was organized in May, 1929, and now is writing business on the basis of \$250,000 in premiums annually.

The president of the agency is Louis Lowenstein, who is conspicuously active in financing in Kansas City. He has been responsible for a large part of the real estate financing in Kansas City during the last 10 years. The other organizers and members of the agency were formerly brokers with well known agencies. They include Albert E. Haas, R. C. Coleman and J. M. Biddle, and Gordon A. White, a graduate of Armour Institute of Technology and an experienced fire insurance engineer and underwriter.

In the last few months a casualty safety engineer has been added to the organization to give adequate service to large contractors and other liability risks. Also a claim department has been a recent addition to the agency.

The agency specializes in solving difficult underwriting problems for assureds and agents in Missouri, Kansas and Oklahoma. Some of the companies represented by the agency are the Svea, Cosmopolitan Fire and the Bankers Indemnity.

#### Renew Wichita School Cover

WICHITA, KAN., April 16—Fire and tornado insurance has been renewed on the Wichita public schools, according to Henry V. Schott, secretary of the Wichita Insurers, who assisted in the distribution of the coverage. Over \$6,000,000 coverage is required under the blanket form with the 90 percent co-insurance clause which is used. Policies are written for five years under the plan of having one-fifth of the coverage expire and be rewritten each year.

In view of extensive improvements carried out by the school authorities in the older buildings, in cooperation with recommendations furnished by the Wichita Insurers through the Kansas Inspection Bureau, the average rate on the buildings and contents has been reduced so the board will save over \$9,000 in premiums the next five years.

#### Board Probes Self-insurance

OMAHA, April 16—Action on expiring fire and tornado policies on school buildings was deferred by resolution to request from the Omaha Association of Insurance Agents a statement of rates if the school district carries its own insurance, in amounts from \$25,000 to \$300,000. At a meeting of the board it was decided to ask voters to endorse expenditure of \$250,000 for Central high school improvements and additions. President Burke of the board said a considerable saving on insurance could be made through self-insurance.

#### New Kansas Fireworks Regulations

TOPEKA, KAN., April 16—An entirely new set of regulations for the sale and display of fireworks in Kansas was announced this week by Douglas A. Graham, state fire marshal. The new regulations are much more definite than the ones in effect for years and remove the conflicting sections of the old regulations. The fire marshal added some additional kinds of fireworks to the list of prohibited explosives and did not open up the sales and displays to any appreciable extent.

American manufacturers tried hard to have the state prohibit the sale of Chinese firecrackers, on the ground that there were poisonous substances in them. They also urged a prohibition against other foreign made fireworks for various reasons. The department refused to

Established 1807

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of London, England



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After the policy  
is delivered—

**L**IKE every other business, insurance carries with it responsibilities and difficulties. Many of the latter are due to misunderstanding on the part of the policyholder regarding the exact nature of the policy contract.

The local agent should urge his clients to read the policy when delivered so that they will be thoroughly familiar with it. The policyholder should also be invited to call upon his Homestead agent to explain any part of the policy which is not entirely clear.



## The Homestead Fire Insurance Co.

Wilfred Kurth, Pres.

59 MAIDEN LANE

NEW YORK





FIRE TORNADO HAIL EXPLOSION AUTOMOBILE  
PARCEL POST SPRINKLER LEAKAGE USE AND OCCUPANCY  
RIOT AND CIVIL COMMOTION FUR AND JEWELRY FLOATERS  
COMPLETE MARINE COVERAGE



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THE INSURANCE COMPANY  
OF THE  
STATE OF PENNSYLVANIA  
PHILADELPHIA, PA.

Assets \$8,010,038.31

|               |                |
|---------------|----------------|
| Capital ..... | \$1,000,000.00 |
| Surplus ..... | 3,253,468.39   |

|                             |                |
|-----------------------------|----------------|
| Policyholders' Surplus .... | \$4,253,468.39 |
|-----------------------------|----------------|

*Acquire*

THE OLD "STATE OF PENN"

raise any barriers against any specific class of fireworks which were permitted to be sold and used in the state.

#### New Kansas Rate Cards

The Kansas Inspection Bureau has published new card rates for Emporia, which is rated under National Board 6th class. Card rate publications which are fairly new in Kansas have now been extended to Kansas City, Wichita, Salina, Lawrence and Emporia. They will be adopted for all cities of over 15,000 population on republication of rates, having proven very popular in the cities where they are now in use.

#### Insurers Discuss Rule Book

WICHITA, KAN., April 16.—The Wichita Insurers are conducting a series of discussions on the changes brought about by the revision of the Kansas rule book, under the leadership of Ewing B. Ferguson, branch manager of the Kansas Inspection Bureau. Thirty-five members were in attendance at the regular meeting last week at which President Lee J.

Webb of the Blandin & Webb agency presided.

#### Kansas Notes

The executive committee of the Kansas Association of Insurance Agents held a meeting in Topeka last week.

Roy E. Ebien, president of the Central States Fire of Wichita, spent last week in Hartford.

H. L. Sewell, for the past six years connected with the St. Louis office of the Missouri Inspection Bureau, has been secured by the Kansas Inspection Bureau and assigned to the Wichita branch office.

M. H. Grannatt, western manager of the L. & L. & G., spent last week in Kansas with State Agent O. W. Doling. During their visit in Wichita inspection was made of some of the larger airplane factories.

Frank T. Barlow, prominent local agent at Wellington and secretary of the Sumner County Mutual Fire, has been elected president of the Wellington Rotary Club. Mr. Barlow is also a member of the general committee for Kansas Insurance Day at Hutchinson, May 27. He is secretary of the Kansas Association of Mutual Fire Insurance Companies.

## STATES OF THE SOUTHWEST

#### PLAN FOR TEXAS CONVENTION

State Association Officers Arrange for  
May Meeting in San Antonio—  
Chairmen Named

President Charles L. Duncan and Secretary D. G. Foreman of the Texas Association of Insurance Agents have been in San Antonio making arrangements for the state convention to be held there May 8-9. President William L. Stiles of the San Antonio exchange has named the following convention committee chairmen: Frank M. Coleman, general chairman; finance, Ralph H. Hugo; publicity and attendance, W. R. Coffman; entertainment, Arthur M. Mathis; hotel reservation and transportation, R. B. Harding; registration, Oliver Sawtelle; automobile, Woodward W. Altgelt; ladies reception, Miss Sadie C. Hinkle; general reception, W. Ed Fitch; program, Arthur G. Randolph; convention treasurer, Francis F. Ludolph.

San Antonio agents are making preparations for a large crowd, and indications are that this will be one of the biggest state conventions ever held, Secretary F. F. Ludolph states.

#### Arkansas Collections Set Record

Arkansas department collections in insurance taxes and fees derived from a 2 percent tax on premiums, agents' licenses and miscellaneous fees for 1930 total \$638,788, an increase of \$16,998 over 1929 collections the collections this year are the largest ever made by the department.

The collections were derived from the following sources: 2 percent premium tax, \$593,919; 5 percent tax on unauthorized business, \$177; agents' licenses at \$2 each, \$35,614; miscellaneous fees, \$7,077.

#### Holding School for Agents

Having received good results from life insurance schools conducted for both the American Provident Life and the Northwestern National Life, Cravens, Dargan & Co., insurance managers at Houston, are this week holding a school for agents in which all lines of insurance will be discussed. Wednesday and Thursday are the days in which the more advanced subjects will be treated.

The purpose of the school is to show local agents new avenues of commission income through the explanation of new policy forms and actual sale demonstrations.

#### Many Teaching Fire Prevention

AUSTIN, TEX., April 16.—A reduction of 3 percent in the fire insurance key rate of 34 additional towns has been allowed by the insurance department on

account of teaching fire prevention in the public schools. The towns receiving the reduction are: Brackettville, Campbell, Cumby, Carrizo Springs, Donie, Dumas, Emory, Eldorado, Edna, Ector, Follett, Golden, Josephine, Kilgore, Lavernia, Liberty Hill, Martindale, Maxwell, Nevada, Palmer, Quitaque, Riviera, Ropesville, Seminole, Savoy, Trinidad, Turkey, Trenton, Tioga, Van Horn, Richland Springs, Garrison, Dodd City and Melissa.

Commissioner DeWeese says practically every city and town in Texas is now teaching fire prevention as a regular course of study in the public schools and in his opinion this is a forward step towards bringing about a reduction of the annual fire loss in Texas.

#### Seek Stricter Drilling Regulations

OKLAHOMA CITY, April 16.—An effort is being made by the Oklahoma Inspection Bureau to have stricter regulations adopted in regard to oil well drilling within the city, according to H. J. Clarke, chief engineer. The recent experience with the Mary Sudik well, which went wild for 11 days, has indicated the possibility of oil wells getting beyond control and becoming a serious fire menace to the city. Everything within two miles on the windward side was saturated with oil from the uncontrollable well, and proved a serious fire hazard to the surrounding country. Withdrawal of fire insurance on city property close to the oil field development is said to have been threatened. Mr. Clarke stated that there is no serious danger at present, but the situation is assuming more serious aspects.

#### Standardization Nearly Completed

AUSTIN, TEX., April 16.—With the announcement that 15 additional Texas towns have completed standardization of fire equipment, J. W. DeWeese, state fire insurance commissioner, said the work of standardization in Texas was almost complete and that efforts of the department would be directed in the future toward keeping a close check on all equipment in order that standardization of equipment in Texas might be continued.

#### Report Many Incendiary Fires

AUSTIN, TEX., April 16.—Incendiary fires reported to the insurance department in February reached the high mark of 29, with losses of \$85,896, and special attention is called to them in the monthly report of Commissioner J. W. Weese. The total loss from 552 fires of all classes reported for February was \$846,101, of which \$352,062 resulted from 149 fires of unknown cause.

#### Insurance Women Organize

An organization of women employed in insurance offices has been formed in Little Rock. It is known as the Women's Insurance Club of Little Rock. Miss B. Estelle Peacock, the president, is office manager for Shepherd & Co., general agents. Vice-President, Miss Eunice C.

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Compton, is secretary to James F. Warren, state agent of the Aetna, and the secretary-treasurer, Mrs. Launa Tracy is employed in the insurance department of the Federal Bank & Trust Co.

#### Reviews Effect of Prohibition

MINNEAPOLIS, April 16.—The economic effects of prohibition were discussed in an address this week before the Insurance Club of Minneapolis by W. H. Schroeder of St. Paul. Mr. Schroeder, a student of economics, gave particular attention in his talk to the effects of prohibition on the insurance business.

#### Fire Preventionists at Piedmont

OKLAHOMA CITY, April 16.—James A. Atkinson, secretary, and E. L. Hart, assistant to the state fire marshal, were key speakers at a fire prevention demonstration given by the Oklahoma Fire

Prevention Association at Piedmont Friday. More than 400 people from the surrounding communities were present. An interesting feature was the presentation of the farce, "Old Man Careless," by Carl G. Lund.

#### Texas Notes

W. L. Dennis and Sam C. Bennett & Co. of San Antonio have consolidated and will continue under the name of Dennis & Bennett with offices in the Real Estate building.

Two new agencies were admitted as members at the regular meeting of the San Antonio exchange—Wheeler Gill Company and the Bonham & Bonham agency. The membership is now 58 agencies.

C. T. Ingalls, manager of the Oklahoma Inspection Bureau, left last week for a brief visit to French Lick Springs, Ind.

### IN THE SOUTHERN STATES

#### OBJECTION TO APPOINTMENTS

**Atlanta Association of Insurance Agents Objects to Growth of the Non-recording System**

ATLANTA, GA., April 16.—The recent move on the part of the Atlanta Association of Insurance Agents to have investigated an alleged charge of the establishment of nonrecording agents by the National Union Fire has created a stir among insurance men.

The Southeastern Underwriters Association has maintained a rule against nonrecording agents for a number of years. It was only natural that this organization welcomed the opportunity of assisting the local board in making the investigation. Dowdell Brown, past president of the S. E. U. A., has been made chairman of the committee from his association to handle the alleged violation in conjunction with the Atlanta Board. Appeal has also been made to the state insurance department to aid, since it is through that department that agents must obtain licenses.

#### Practice Is Spreading

In the meantime there is much comment among those who claim to be in close touch with the insurance situation in Georgia to the effect that the practice of appointing nonrecording agents is spreading over the entire state. These assert that there is no good reason why the National Union should have been singled out, unless it is intended for a beginning around which a state-wide investigation may later be launched.

The Atlanta Association of Insurance Agents will hold its regular meeting on April 18, at which time a report is expected from the committee to investigate the alleged establishment of nonrecording agents.

#### AGENTS WILL GO TO SCHOOL

**Annual Meeting of Kentucky Locals Will Be Combined With the Sales Congress**

The annual meeting of the Kentucky Association of Insurance Agents at Louisville June 10-11 will be unique in many respects because there will be combined with it the first annual fire insurance sales congress of the state. In other words the agents will go to school pretty much this year at the Kentucky meetings. The convention will be devoted entirely to fire insurance and allied lines. Back of this movement is the purpose of creating new interest in the subject. An attempt will be made to reawaken and intensify interest in the distribution of fire insurance and its collateral lines. There will be specialists who will speak. There will be educators of note to talk, those who know fire insurance and can enlighten their hearers.

#### REPORT TENNESSEE WRITINGS

**Stock Companies Get 96 Percent of Business With 50 Percent Loss Ratio  
—Mutuals 86 Percent**

Loss ratio on Tennessee fire business was 50.49 percent last year on the basis of \$14,724,064 premiums received and \$7,433,952 incurred losses, Deputy Commissioner T. E. Miles of that state reports. Stock companies wrote about 96 percent of this business. Stock companies of other states wrote \$12,166,576 and foreign stock companies \$2,004,032. Mutuals of other states wrote \$386,631 and reciprocals \$176,825.

Losses paid were: Stock companies of other states \$6,359,300, foreign stock companies \$1,079,355, mutuals of other states \$300,826 and reciprocals \$52,384; losses incurred were, stock companies of other states \$6,114,552, foreign stock companies \$939,441, mutuals \$332,776 and reciprocals \$47,183.

Mutuals had the highest loss ratio, 86.07 percent on the basis of losses incurred to premiums received, stock companies of other states being next with 50.30 percent, foreign stock companies third with 46.88 percent and reciprocals 26.68 percent. The Home of New York led with \$1,011,502 premiums; Continental second with \$623,121, then the Aetna of Hartford \$613,219, North America \$437,017, Fidelity-Phenix \$416,711 and National Union \$384,699.

#### BIRMINGHAM ELECTION HELD

**Raymond Jones, Elected President of Exchange for Coming Year, Succeeding Blair Thompson**

BIRMINGHAM, ALA., April 16.—The Birmingham Fire & Casualty Insurance Exchange elected officers and heard reports on accomplishments of the past year at its annual meeting. Raymond Jones of the Throckmorton-Jones Agency was chosen president to succeed Blair Thompson, who retires after serving two terms. Other officers elected were: Vice-president, Arthur Major; secretary, Bob O'Dell; chairman membership committee, Pearson Dick; chairman grievance committee, Fulton Clark; members of executive committee, J. D. Scruggs, John Ebaugh, Charles Cornell, Bob Gregory and T. A. White.

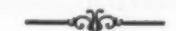
A big shrinkage in membership, reflecting business conditions in this territory, was reported by the secretary. Sixty-six agencies are now listed as members, 21 members having been lost the past year.

"This loss is not really a loss," said Mr. Thompson. "In practically every case the member that was lost was purchased by or consolidated with some agency already a member, so that although we have fewer members we have stronger members. Many small

## ILLINOIS AGENTS

### Push Auto Insurance in April

Illinois agents can obtain that "just a bit better" service by having us handle their auto and other lines from our centrally located Springfield office.



#### REPRESENTING:

American Equitable Assurance Company  
Bronx Fire Insurance Company  
Century Fire Insurance Company  
Cosmopolitan Fire Insurance Company  
Merchants and Manufacturers Fire Insurance Company

## FUNKHOUSER-SMITH, INC.

#### General Agents

Leland Building

Springfield, Illinois

Phone Main 77



### A Message

### to Thousands

**R**ARELY does one have an opportunity to speak before an audience of a thousand people. By using newspaper space, however, a message can be put before many thousands at a very low cost per reader.

But the newspaper advertisement cannot be expected to do all the work. Seldom does it sell insurance directly but it sets the stage for your personal solicitation.

The advertising department of the New Brunswick is always at your service. It can supply you with pamphlets on various kinds of insurance, electros for newspaper advertisements, posters, window display material, blotters and other advertising aids.

### The New Brunswick FIRE INSURANCE CO.

WILFRED KURTH, President  
59 Maiden Lane  
New York, N. Y.

ONE HUNDRED AND TWENTY-FIFTH ANNIVERSARY  
1805 - 1930

# Caledonian Insurance Company

*The Oldest Scottish Insurance Office*

## Caledonian-American Insurance Company of New York

EXECUTIVE OFFICES: HARTFORD, CONN.

ROBERT R. CLARK,  
*U. S. Manager and President*

## THE NETHERLANDS INSURANCE COMPANY OF THE HAGUE, HOLLAND

Est. 1845

ROBERT R. CLARK, *U. S. Manager*

## The Motoring Season is Here!

LAST year, the property loss from automobile accidents exceeded a billion dollars. 31,500 persons lost their lives through automobile accidents.

These figures speak louder than any words on the need for adequate insurance protection. Now, with the opening of the motoring season, an intensive selling effort combined with literature on automobile insurance should produce a gratifying total of auto premiums.

Don't neglect to canvass the owners of automobile fleets as this is a profitable field.

*Automobile insurance experts in the New York office of the Georgia Home are prepared to assist you in any phase of your auto insurance problems.*



## THE GEORGIA HOME INSURANCE COMPANY

WILFRED KURTH, President

59 Maiden Lane

New York, N. Y.

agencies which were struggling along have by pooling their resources and reducing expenses been able to make strong and active agencies."

Mr. Thompson reported the establishment of branch offices by a few of the larger companies, but stated that a working agreement had been obtained with them that is satisfactory. The retiring president urged the new regime to go into the matter of the establishment of an automatic cancellation clause very carefully. This matter was brought up a few months ago but the exchange decided the time was not ripe for such a change.

Fictitious fleets and premium cutting were cited as two of the biggest problems facing underwriters now. Mr. Thompson urged that some concerted action be taken to curb the fleet menace.

About 200 attended, including employees of the agencies and members of their families. Frank N. Julian, former Alabama commissioner, in a short address stated that Birmingham now has two strong fire companies, the Birmingham Fire and the Bankers Fire & Marine.

### COMPLETE FLORIDA PROGRAM

Goodwin, Quaid, Jones and Dykman Headliners at St. Petersburg Meeting April 24-25

The program for the Florida Local Underwriters Association annual convention in St. Petersburg, April 24-25, has been completed. Arthur R. Thompson, mayor of St. Petersburg, will give the address of welcome. Annual reports of the president and secretary-treasurer will be followed by an address, "Higher Education and the Insurance Business" by Howard Dykman, professor of insurance at the University of Florida. F. Robertson Jones, general manager of the Association of Casualty & Surety Executives, will talk on "Financial Responsibility for Automobile Accidents." He will be accompanied by Claude W. Fairchild, assistant general manager.

A general open discussion of new and unfinished business and the election of officers will close the first day's session. Regional meetings will be held Thursday evening at which matters of importance to the five districts of the state association will be taken up.

### Will Discuss Qualification Act

Friday's program includes a general discussion, "The Agency Qualification Act," led by O. Earl Freeman of Daytona Beach, addresses by W. V. Knott, insurance commissioner of Florida, and William Quaid, vice-president Southern Fire, on "Insurance as a Commodity." Percy H. Goodwin, chairman of the executive committee of the National Association of Insurance Agents, will bring a special message from the association. A general discussion of "Reciprocals in Florida" will be led by Donald McDonald of Winter Haven.

An informal banquet will be held Friday evening with C. H. Lassing of St. Petersburg as toastmaster.

Mr. Goodwin, en route to St. Petersburg, will stop off at Gainesville and address students of the University of Florida on "What the Insurance Business Expects of College Men," this being one of a series of talks by men eminent in different walks of life being conducted by the university for the benefit of its undergraduates.

### Will Open Louisville Office

Permanent offices for the Kentucky insurance department will be established in Louisville in a short time. A bill passed at the recent session of the legislature authorized Commissioner Allin to make the necessary arrangements. The Louisville office will be in charge of a deputy of securities, who will be appointed when the offices are ready for occupancy. Three field deputies will be permanently assigned to that office.

Mrs. Margaret Roper will be in charge of the field deputies. The offices will probably be located in the Inter-Southern building.

### Montgomery Agents Discuss Claims

MONTGOMERY, ALA., April 16—Discussion of the chain store proposition consumed much time at the April meeting of the Montgomery Real Estate & Insurance Exchange. Hartwell Douglass urged everyone to affiliate immediately with the Community Protective Association, an organization of merchants which is fighting the chain stores. President Carl Wilson voiced the same sentiments. The chain-store proposition will be a special order for consideration at the next meeting, which probably will be late in May or early in June.

Plans for the entertainment of the 300 or more delegates expected to attend the annual convention of the Alabama Association of Insurance Agents here May 8-9 were discussed. A banquet and a barbecue are scheduled.

### Street in Tax Finance Work

Ben S. Street of Elkton, Ky., farm special agent for the National Union, and at one time with the farm department of the Hartford, has resigned and is leaving the insurance business to enter a new financial organization, which will finance payments of taxes on property, thus preventing their sale for non-payment. Under a new Kentucky law interests paying such past due taxes may secure a first lien on property, the same as the state lien, which comes ahead of mortgages or other encumbrances.

### Consolidate Atlanta Agencies

ATLANTA, April 16—The Bernard, Boykin & Co. local and general agency has been consolidated with the insurance department of the Empire Trust Company and the agency will be operated under the latter's name. The insurance department of the Empire Trust Company has been functioning since 1912, while Bernard, Boykin & Co. was established in 1912. George B. Brown will continue as manager of the Empire Trust Insurance department, a position he has held for a number of years.

### J. C. Tuttle With Bankers

J. C. Tuttle has been appointed inspector and assistant special agent of the Bankers Fire & Marine of Birmingham. He will travel out of the home office, 412 Jackson building. Frank N. Julian is president of this company.

### McKee Visits Virginia Pond

The Virginia Blue Goose met at Natural Bridge April 16. Deputy Most Loyal Grand Gander B. S. McKee of Raleigh, N. C., was an honored guest. Mr. McKee is also most loyal gander of the Carolinas Blue Goose.

### Gainesville, Fla., Agencies Merge

The Gainesville (Fla.) Insurance Agency has taken over the insurance business of J. Grinelle Hughes, C. B. Thomas and H. L. Phifer. The new agency will occupy Mr. Hughes' former offices. Its officers are C. S. Thomas, president; H. L. Phifer, vice-president; J. A. Phifer, treasurer, and J. Grinelle Hughes, secretary.

### Becomes Self-Insurer

AUGUSTA, GA., April 16—The Atlantic Ice & Coal Company, operating ice plants in the leading southern cities, has advised Augusta local agents not to renew the expiring policies on its Augusta plant, as it intends to carry its own insurance.

### Carter Adds Lincoln Fire

The B. P. Carter general agency at Richmond is adding the Lincoln Fire of New York to its list of companies and will supervise Virginia for it. The Lincoln has just entered the state. Other companies in the office are the City of New York, Halifax, Bankers & Shippers and National Security.

### Report on Florida Business

TAMPA, FLA., April 16—Florida fire premiums dropped off \$481,688 last year from 1928 figures. United States com-

panies wrote \$12,450,534 and United States branches \$2,244,650, a total of \$14,695,184, as against \$12,504,737 and \$2,672,136 respectively, or a total of \$15,176,873, in 1928. Net losses, however, were appreciably lower, being \$5,860,392 as against \$13,470,682 in 1928, decrease of \$7,610,291. American companies had \$4,979,796 losses, a drop from \$11,450,591 in 1928, and United States branches, \$880,591, compared with \$2,020,092 in 1928.

### Virginia Notes

The Sun Underwriters of New York has entered Virginia. J. McG. Miller, state agent for the Sun in Virginia, will also supervise the state for the Sun Underwriters.

B. D. Lacy of Halifax, Va., has been added to the staff of state fire inspectors attached to the bureau of insurance. He will be trained for his duties in the Richmond bureau of fire prevention. L. M. Downs and Sam Steiner, recently appointed state inspectors, have just completed their period of training and begun their duties.

C. M. Ortega, manager of the insurance department of Brooks & Richardson at Richmond, Va., returned recently from Cuba, where he was called by the deaths of his mother and brother within a short period of each other.

R. G. Tucker, manager of the Southern Adjustment Bureau office at Roanoke, Va., announces the addition of C. T. Southwell to his staff of adjusters. Mr. Southwell is experienced in this line of work.

### Southern Notes

G. Hal Walker, special agent for southwest Alabama of the Alabama Rating & Inspection Bureau, will be married early in May to Miss Little at Miami, Fla.

Montgomery, Ala., is hoping for decreased fire insurance rates as the result of the city commission's recent decision to install at an early date 32 new three-nozzle hydrants in the downtown

district, to replace the smaller type now in use.

Fire losses in Memphis in 1929 totaled \$1,099,780, compared with \$987,189 in 1928 and a ten-year average of \$1,187,629.

A. R. Dearborn, head of the firm of A. R. Dearborn & Co., Birmingham real estate and insurance, died April 11. His son will carry on the business.

### Kentucky Notes

M. B. Russell, state agent in Kentucky for the Fireman's Fund, has returned to Louisville after a week in Chicago, visiting the western department office.

James M. Huber, local agent at Lebanon, Ky., and member of the board of directors of the Kentucky Association of Insurance Agents, has been quite ill at his home in that city.

The Kentucky & Louisville Mutual has ordered that a call of 10 percent be made on premium notes, to pay losses sustained. The company is a fire mutual formed in 1839.

Duquet W. Fowler of the Fowler Insurance Agency, Louisville, has been named temporary chairman of the ex-service men's commission of Kentucky, which is to aid ex-service men in handling their claims.

Louis P. Hyman, Louisville, under indictment for alleged burning of his home on Douglas boulevard last fall and also in bankruptcy, suffered loss of three cottages in the county by fire April 10. The police arson squad reported that the loss was of incendiary origin.

Frank H. Brown, owner of the Brown & Martin local agency of Louisville and president of the Louisville Board of Fire Underwriters, reflects his own name in his office stationery, letterheads and envelopes, billheads, etc. They are printed in brown on tan, which is the color scheme of his home of brown brick.

W. H. Albritton of Mayfield, Ky., has purchased an interest in the insurance agency of George Wight & Co. and has been elected a director and general manager of the organization. Mr. Albritton is an experienced insurance man, having formerly been engaged in this line of work for several years.

## ON THE PACIFIC COAST

### ORAL CHANGE HELD VALID

#### Arizona Supreme Court Makes Ruling on Deviation from Provisions in Regular Policy Form

The effect of an oral change in written insurance contract was treated in an Arizona supreme court decision recently. The plaintiff sued for the value of eight bales of platform cotton destroyed by fire, claiming it was covered by an insurance policy issued to him by defendant insurance company covering only yard cotton but which was by agreement amended to cover platform cotton also. The insurance company filed a general demurrer to the complaint, which was overruled. The cotton destroyed was not covered by the policy as originally written. One condition of the policy was that it would cover no cotton closer than 100 feet to the gin, and that the space between the insured cotton and gin should be kept clear. Therein, it is provided that these and other conditions cannot be waived or changed except by a writing indorsed on policy or attached thereto. The complaint failed to show any such writing.

The court held that if an oral contract of insurance is valid, an oral change or alteration of a written insurance contract when founded on a sufficient consideration is also valid. Even though the law requires the parties when making a contract of insurance to use the standard form, still the contract derives its force from the consent of the parties to it, and that being true the contract may be amended or changed, provided such amendment or change is not in contravention of the statutes prescribing the standard form of insurance contract. The force of the amendment or change in the contract was to extend its terms so that it would insure all of plaintiff's cotton, that both in the yard and on the platform, whereas before it covered only that in the yard. There is nothing in the

statute prohibiting this. The demurrer was properly overruled. *American Eagle Fire vs. McKinnon.* Supreme Court, Arizona.

#### Incorporates New General Agency

SAN FRANCISCO, April 16—Authorization by the State Corporation Department to capitalize at 5,000 shares of no par stock was granted to the Consolidated Underwriters by Frank M. Jordan and will operate as a general agency, representing the Consolidated Indemnity of New York and the automobile department of the Merchants Fire of New York. Mr. Jordan is president and general manager and his assistant manager will be H. H. Pistolesi, formerly northern California manager for the R. H. Jenkins general agency.

#### Holland With Johnson & Higgins

Earl R. Holland, formerly general manager at Los Angeles for the Acme Fire until the sale of the company to the Pacific American Fire, has formed a connection with the Los Angeles branch of Johnson & Higgins, well known brokerage firm, in an executive capacity.

#### Tacoma Club Elects

TACOMA, WASH., April 16—In the election of officers for 1930 of the Blanket Club of Tacoma, Harold Mann was elected president; Willis Henderson, vice-president, and Bert Hall, secretary-treasurer.

#### San Francisco Business Off

SAN FRANCISCO, April 16—Fire insurance offices in San Francisco are complaining of the lowered premiums the first three months of this year and continuing to date. A survey of the "street" indicates that a majority of the offices are off from 10 to 15 percent in their business so far. Losses, while considered fair, have broken into a few offices and have added to the general gloomy atmosphere of these particular company headquarters.

It was recently mentioned, however, that 1929 started off in much the same

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way, but closed with a larger premium income, in the aggregate, than the previous year.

#### Marshall Agency Starts

TUCSON, ARIZ., April 16—The Marshall Mortgage & Trust Company, headed by E. A. Marshall, in business in Phoenix for 20 years and loan correspondent for the Prudential, has been formed and has offices at 212 West Adams street. Other officers are: Vice-president and treasurer, L. J. Brooks; and secretary, R. E. Gardner. The agency is to represent the Continental, North America, Sun, St. Paul Fire, Southwestern, Imperial and Newark.

#### Lower With National Union

Edmund K. Lower, well known Los Angeles insurance broker, has been appointed metropolitan special agent and manager of the southern California service office at Los Angeles of the National Union companies, following the resignation of H. J. Buckle. Mr. Lower was formerly special agent for the Great American in California.

#### G. O. Smith Gets Homeland

SAN FRANCISCO, April 16—Approval by the Pacific Board of George Ormond Smith to represent the Homeland is announced. This action marks his reentry into the insurance business here. He is

negotiating for representation of another company and anticipates opening offices soon. He resigned as Pacific Coast manager of the London & Lancashire companies last year following an automobile accident in which he was severely injured, and has been absent from the street ever since, recuperating.

#### Burns Gets Two Companies

Frank Burns, Inc., Seattle, has been appointed general agent in Washington for the Canadian Fire of Winnipeg and the American Merchant Marine.

#### Coast Notes

The name of Hellar Lyon & Co., Tacoma, Wash., has been changed to Lyon-Davidson-Murphy Company.

Kahn & Cleaves, San Francisco, has changed its name to S. M. Kahn Co., Mr. Kahn having bought out the interest of Mr. Cleaves.

B. A. Slifford, vice-president and manager of the Security of New Haven on the Pacific Coast, has returned to San Francisco after accompanying President Victor Roth through the Pacific northwest.

The Insurance Brokers Exchange of San Francisco has admitted A. Harry Field & Co. to membership. Mr. Field has been a producer for the Pacific Mutual Life in San Francisco and will now operate as a general insurance broker under the new firm name.

## IN THE MOUNTAIN FIELD

### BIG CONSTRUCTION PROGRAM

#### Insurance Men Look for Much New Business in Mountain States as Result of This Activity

DENVER, April 16.—Extensive construction projects for the summer months in Colorado, Wyoming and New Mexico will produce much business for the insurance companies, directly and indirectly, it is believed here.

Federal aid for Colorado roads this year is \$2,326,000; for New Mexico \$2,000,000 and for Wyoming \$1,570,000. In addition the federal government will build many highways on its own account in the national forests and parks. The Middle Rio Grande Conservancy District, in the Albuquerque, N. M., country, which will develop flood control, irrigation and drainage, will require an expenditure of \$10,000,000 in four years. "This will lead to much business in compensation insurance, public liability and contract bonds," declared W. L. Braerton, president of Braerton, Simonson, Brown, "and will be of interest to all insurance men, since it will result in large increases in values there."

"Insurance people will feel the benefits following the large construction projects in the mountain states this summer," declared E. M. Brewster, manager for Standard & Main, general agents. "The construction of Denver's new city hall, extensive road building and many municipal building programs authorized by recent bond elections will put much money in circulation, increase values, and throw much business directly to the insurance people."

Reports of field men returning here from New Mexico indicate marked improvement in business conditions since April 1. Collections are much easier, and there is a decided increase in car sales. The cotton acreage in the Las Cruces country is reported normal.

#### Denver National Buys American Agency

DENVER, April 16.—The Denver National Company has purchased the insurance business of the American Agency & Investment Co., a well established business, founded by the old American Bank & Trust Co., now the American National Bank.

H. R. Hackett, who has been manager of the insurance department of the American Agency & Investment Co., and practically his entire force of assistants will be transferred to the service of the Den-

ver National Company. The annual premium income of the American Agency was about \$200,000. It represented a dozen companies.

#### Hose Proves Defective

Damage estimated at \$75,000 to property and coal of the Utah-Colorado Coal Company at Mt. Harris, Colo., resulted when fire fighters were unable to get water to the flames. A number of lengths of new hose, supposed to have undergone the Underwriters Laboratories 300-pound test, blew out with 65-pounds pressure.

#### Montana Notes

Mr. and Mrs. David S. Thomas of Great Falls are the parents of a son. The father is inspecting engineer for District E of the Pacific Board.

Insurance maps of Helena and East Helena, Mont., published by the Sanborn Map Company, are being distributed and will replace a map prepared in 1892. The population of Helena has declined during this period from 21,400 to 13,500, according to the insurance maps.

## Eastern States Activities

### HAS DIAMOND ANNIVERSARY

#### Massachusetts Department Is Celebrating Its Founding by Law April 3, 1855

BOSTON, April 16.—The diamond (or 75th) anniversary of the Massachusetts insurance department, is this month. Chapter 124 of the acts of 1855, became effective April 3, requiring the appointment of a board of three commissioners to administer the new department. For 19 years previously, returns of insurance companies operating in Massachusetts were reported annually to the legislature by the secretary of state, who, with the treasurer and auditor, administered the few insurance laws then in effect. An official report of 1837 is the first of its kind ever made of insurance companies in this or any other country. There have been 19 commissioners who have administered the affairs of the department. Massachusetts has furnished five presidents of the National Convention of Insurance Commissioners, and one secretary, and in 1872 a Massachusetts commissioner



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was sent to the eighth international congress at St. Petersburg, Russia. When the department was established there were 171 carriers operating in Massachusetts, and now there are 790 in Massachusetts including fire, life and miscellaneous companies, and fraternals. In view of the criticism of receipts and expenses of insurance departments, it is interesting to note that the Massachusetts department, in 60 years has collected \$5,521,612 in fees and levies, and has had expenses of \$3,253,571.

#### MCKEESPORT AGENTS MEET

Teamer, Fleming and Kerr Speakers at "Insurance Day" Rally Held in Pennsylvania

**MCKEESPORT, PA., April 16.**—An "Insurance Day" rally under auspices of the Insurance Federation of Pennsylvania, was featured by three inspirational talks by Gilbert L. Kerr, manager automobile department, Constitution Indemnity, Philadelphia; T. Alfred Fleming, manager conservation department National Board, and Homer W. Teamer, secretary-manager of Pennsylvania federation. Sen. W. D. Mansfield was toastmaster. Mr. Kerr answered negatively the question, "Compulsory Auto Insurance—Shall We Have It?" He outlined eight causes for which damages cannot be collected on compulsory insurance. He said as soon as insurance becomes compulsory, rates become a political subject. Greater education on fire hazards was urged by Mr. Fleming. He said the United States carries 97 percent of its commerce on credit, and it is impossible to get credit unless it is backed by insurance. "Insurance men, therefore," he said, "are the 'rope ladders' for 97 percent of the prosperity of the greatest financial nation in the world," with total fire insurance liability of \$157,000,000,000, as compared with the Nation's gross worth of \$361,000,000,000.

Mr. Teamer, who digested 100 bills affecting insurance last year, commented on the tendency of the state to step into private insurance business. He spoke of the state insurance fund of \$1,000,000 set up from a 2 percent tax on fire premiums, covering state buildings. By 1929 the fund was less than \$100,000. Then, he said, legislators "discovered" the \$2,000,000 Harrisburg fund created by 2 percent tax on foreign fire companies' premiums, supposed to be turned back to political subdivisions, but only 75 percent of which had been turned over. After a fight a bill was passed, transferring this money to the state insurance fund.

#### SCAN JERSEY RESORT RISKS

**Changing Character of Population Causes Offices to Write Cautiously in Some Sections**

Although New Jersey as a whole continues a popular field for fire companies, and several new offices have entered the state in the past two years, certain centers, by virtue of their changing populations are being closely scrutinized by company executives. This is especially true of Long Branch and Lakewood, resorts once popular with New York's upper crust. In spite of enviable fire records, recently conditions have changed so radically that several companies have ceased writing altogether in these two centers. All offices are doing business there on a restricted scale.

Atlantic City and other south Jersey shore resorts, on the other hand, are still in high favor. In spite of the great congestion of values along the Atlantic City board walk, fire protection is so efficient that severe fires rarely occur. Hotel owners appreciate that their heavy investments demand a high degree of fire protection, and they take every precaution possible.

The character of the buildings in the city too is steadily being improved. New

structures replacing those razed are being erected under rigid building ordinances. The crusade against vice being conducted there now has no bearing upon the fire situation. Citizens are united in their determination that Atlantic City's reputation for fire safety shall be maintained.

#### PLAN NEW ENGLAND PROGRAM

**President Smith of National Association to Address Agents at Bretton Woods in July**

**BOSTON, April 16.**—At a meeting of the New England Advisory Board in Boston an outline of the program for the New England agents associations convention at Bretton Woods in the White Mountains, July 8-10, was mapped out. An informal dinner with attractive entertainment features will be held the first evening. Wednesday morning there will be reports from the chairman and secretary of the advisory board, and an address by President Clyde B. Smith of the National Association of Insurance Agents. Golf and other sports will occupy the afternoon, and a get-together dinner with outstanding speakers, the evening.

Thursday morning, there will be talks on live topics and conferences of agents by groups, according to amount of premiums written. The afternoon will be given over to more golf and sightseeing, with an entertainment, dance and award of prizes in the evening.

#### Buffalo Arson Is Serious

Patsy Lograsso of Batavia appeared in police headquarters at Buffalo to confer with detectives on arson, which is said to have cost fire carriers \$4,000,000 in Buffalo in the last seven years, but failed to walk out again. Police were curious about keys found in the man's pockets, believing they might be keys to a house destroyed by an incendiary a week ago, and Lograsso was arrested charged with second degree arson. It is reported 65 field men of companies operating in Buffalo met with the police commissioner and informed him that their companies seriously were considering cancelling all fire policies in certain "hot" sections of the city.

#### Maryland Notes

Ral Parr, senior member of the firm of Maury, Donnelly, Williams & Parr, Baltimore, has returned to his office after a two month trip around South America.

The Association of Fire Underwriters of Baltimore City, for over 25 years located on the sixth floor of the Maryland Life building, will move shortly to the Garrett building, Redwood and South streets, where it will occupy the entire 11th floor and part of the 12th.

Calvin Chesnut, 84, for more than 35 years connected with the insurance firm of Warfield-Roloson, Baltimore, died last week at the home of his son, W. Calvin Chesnut. He was 84. Mr. Chesnut had been in poor health for about 18 months, but had been seriously ill only three days.

#### Eastern Notes

Insurance on the Lafayette Hotel, Long Beach, N. Y., which burned three weeks ago, was placed by the Long Beach local agency of Lind & Cooper.

The Affiliated Insurance Agencies, Pittsburgh, has been incorporated by Frank A. Hewitt. Incorporators are Harrison P. Johnston and David L. Swank.

Edmund G. Mosher, president of Mosher & Baker, Watertown, N. Y., died in a hospital there after an illness of two weeks. He had been engaged in insurance work there for more than 30 years, and since 1925 had been president of this agency.

Hickok's Agency at Burlington, Vt., has been incorporated under the name of Hickok & Boardman, Inc. The officers are: President Henry H. Hickok; vice-president and treasurer, I. Munn Boardman; secretary, Donald A. Hemenway.

**Curtis Gould Hatch**, young son of Gould Hatch, Rochester insurance agent, and Mrs. Mary Gould Hatch, 60, of Lincoln, the boy's grandmother, were instantly killed when the truck in which they were riding near Rochester was struck by a fast freight.

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## MOTOR INSURANCE NEWS

#### TO SEEK UNIFORM P. D. SCALE

National Automobile Underwriters' Association Wants Fire and Casualty Commissions to Be Same

NEW YORK, April 16.—At the general meeting of members of the National Automobile Underwriters' Association to be held here this week action will be taken upon the important matter of commissions to be granted agents, local and general, in both ordinary territory and excepted centers.

The recommendations of the special committee upon acquisition cost named sometime ago whose report was approved by the directors of the organization, it is assumed, will be endorsed by the association members generally, thereby making the scale effective.

Prior to the general meeting a sub-committee from the National Association will meet with a like body from the National Bureau of Casualty & Surety Underwriters and endeavor to reach an agreement as to the commission to be allowed on property damage coverage. The fire offices now pay 25 percent on this line and the casualty companies 20 percent; hence the desirability of coming to an accord between the two classes of carriers, and so avoiding friction in the field.

Guy E. Beardsley, vice-president of the Phoenix, Hartford, is chairman of the board of directors of the National association, while J. V. Fothergill, agency superintendent of the London & Lancashire, holds a like office with respect to the acquisition cost committee.

#### ADJUSTERS GROUP PROJECTED

Fire Company Automobile Men Plan Organization to Promote Recovery of Stolen Cars

NEW YORK, April 16.—At a gathering to be held in New York City Apr. 18, final details, it is expected, will be completed for launching an organization of automobile adjusters. A considerable number of fire company men favor the idea. Several officials have promised to be on hand.

Some adjusters have held for some time that it would be of advantage if an association could be formed at which problems common to the business might be freely discussed. Notably it was felt that beneficial results would accrue if concerted effort were made upon the public officials in a number of centers of the country to show greater vigor in the recovery of stolen cars; the record of Newark and Philadelphia being worthy of emulation.

#### MARYLAND COMMISSIONER ENFORCES FLEET RULING

BALTIMORE, April 16.—Claiming that a number of companies operating in Maryland are violating a rule of the department by insuring individually owned automobiles at the fleet rate, Commissioner Harrison Rider issues a warning that he will revoke or suspend licenses of agents or companies found guilty of violating this rule, which was issued Aug. 23, 1928, and was followed by a supplemental ruling Dec. 21, 1928. "It was hoped that the ruling would be respected by all companies writing automobile insurance in Maryland," Commissioner Rider says, "but it has been found that a large percentage of such companies apparently have ignored the department's ruling on this subject. It is the intention of the department to see that its rulings are taken seriously by companies that wish to continue to operate in Maryland. I am constrained to believe that few of the companies have intentionally violated, or

permitted its agents to violate, this or any other ruling of the department, but that in competition for business it has been lost sight of. You are advised that I shall take prompt steps, without further notice, to suspend or revoke the license of any company or of any agent that I find violating the above mentioned ruling after receipt of this letter."

#### Wilkins Southern California Special

SAN FRANCISCO, April 16.—Richard P. Wilkins has been appointed automobile special agent for southern California by the Fireman's Fund. Mr. Wilkins started with the Fireman's Fund on leaving high school and served in different capacities until 1926, when he was appointed automobile underwriter in the Los Angeles branch.

#### California Exchange Extends Field

LOS ANGELES, April 16.—The Farmers Automobile Inter-Insurance Exchange, organized in Los Angeles two years ago, has extended its operations to Oregon and Kansas. The exchange formerly confined its activities to California exclusively and later entered Arizona.

#### Is Now American States

The American Auto Indemnity of Indianapolis has changed its name to the American States Insurance Company. The change was made to comply with a court decision secured by the American Automobile of St. Louis against the use of the name American Auto Indemnity.

#### Utah Adopts Blanket Cover

SALT LAKE CITY, April 16.—The Utah state purchasing department is bringing practically all of its fire insurance on automobiles and rolling stock under a single policy at a considerably lower premium. As the old policies expire all properties are being insured under a blanket policy, which now aggregates more than \$500,000.

## Canadian Field Happenings

#### SEVERAL COMPLAINTS FILED

Dominion Superintendent Receives Matters from House of Commons for Consideration

OTTAWA, CAN., April 16.—The minister of finance announced in the house of commons that the question of requiring a fire company to ascertain whether a house really exists before it issues a policy, will be taken up with the dominion superintendent of insurance. A case was reported where clients entrusted their money with a lawyer to put out on mortgages around Toronto. This money was placed on lots supposed to have substantial buildings on them, but it turned out there were no buildings on the lots at all.

A proposal was submitted advocating that carriers should not be permitted to dispute the valuation of buildings in cases where there was a total loss, and their agents had approved of the amount of the policy. It was stated that this matter would be brought to the attention of the superintendent of insurance.

Another complaint made by a member of the house, was with regard to the alleged practice of insurance agents knowingly making false statements in filling in applications for insurance, and this matter was also referred to the superintendent.

#### Winnipeg Bowling League

WINNIPEG, April 16.—In the Fire Insurance Bowling League, F. Foxon of C. H. McFadyen & Co., led with a score

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of 185.52 for 66 games. F. W. Keifer for a similar number of games averaged 178.16 and was closely followed by two members of the Western Canada Insurance Underwriters Association, F. Odgers with 177.12, and J. Ursel with 176.29. Smith, Fess & Dennison had the highest score for team work, and also the highest individual team single game score of 847. The finals between Aronovitch & Leipsic and the Atlas were played off last week, the former having won the second series and the latter the first series.

### Approve Dominion General's Plan

OTTAWA, April 16.—The banking and commerce committee of the house of commons has approved the bill permitting the Dominion of Canada General to sell its unissued capital stock at \$10 per share without voting rights, if the commons and senate adopt the recommendation. The company has opened a branch office at Hamilton, Ont., under the management of W. T. Ferguson and H. S. Parker.

### North British Names Branch Managers

H. G. R. Wainwright has been appointed as branch manager for the North British & Mercantile, Occidental Fire and Railway Passengers at Winnipeg, having supervision of the province of Manitoba. A. E. Bibbs of Calgary and J. E. Allison of Regina have been appointed branch managers for this group for Alberta and Saskatchewan respectively.

### Transportation Licensed

The Transportation of New York has been licensed in Canada to write inland marine forms and insurance of personal property against accidental damage or loss by reason of any cause, except fire. R. J. Dale of Montreal has been appointed chief agent for Canada.

### Grain Elevator Rates Reduced

WINNIPEG, April 16.—A reduction of 15 percent has been announced in the rates on grain elevators and contents in the west.

### Report on Inter-City Contest

According to the report of the inter-city fire prevention competition in Canada for 1929, the four leading cities in fire prevention in Canada are Vancouver, Winnipeg, Ottawa and Quebec.

### Get Mercury in West

C. S. Gunn & Co., of Winnipeg have been named general agents of the Mercury of St. Paul for the provinces of Alberta, Manitoba and Saskatchewan.

### North America Appointments in West

L. L. Lewis has been appointed special agent for the North America group for the northern half of Saskatchewan, at Saskatoon. George Swan has joined the Indemnity of North America, with headquarters in Winnipeg.

### Canadian Notes

Osler, Hammond & Nanton, Winnipeg, have opened a branch office at Vancouver, under the management of H. C. Grant, who has been in the Winnipeg office for some time and is an experienced insurance man.

The annual fire insurance competition, the "Black Trophy" golf competition at Winnipeg is announced, entries being received up to April 26 with the draw on the 28th.

The Halifax Fire has been licensed in Canada to transact accident, burglary and guarantee insurance, in addition to other classes for which it is already licensed.

The Philadelphia Fire & Marine has been licensed in Canada to write fire, sprinkler leakage, tornado and explosion insurance. H. C. Mills of Winnipeg is appointed Canadian chief agent.

## MARINE NEWS

### INLAND MARINE FIELD BIG

Secretary Gilbertson of Hartford Points to Unusual Possibilities in Covering Manufacturing

J. S. Gilbertson, newly appointed marine secretary of the Hartford Fire in charge of the new home office marine department, sees a big field in covering transportation risks, particularly of businesses which have a constant movement of raw materials into their plants and finished products out. "For the manufacturer doing a nationwide business this would mean covering him against what we call 'inland marine' risks and if he does foreign business, a marine policy is needed," Mr. Gilbertson says. Hull insurance on vessels is practically all syndicated now and so Mr. Gilbertson discusses the two types of cargo protection.

"If his shipments are many," Mr. Gilbertson says, "the shipper usually takes out an open policy which covers all shipments in which he may have an insurable interest on and after a named date. If he ships very infrequently he obtains a special policy or certificate covering the specific shipment for a particular voyage. Such policies are very seldom issued on single shipments, certificates being used in practically all cases. These certificates relate to an open policy issued to an agent writing this class of business, are subject to its basic conditions, but set forth the special terms applying to the particular risk insured."

It is a highly competitive business, he says, with no tariff rates and few standard conditions. The results, therefore, are more dependent on the knowledge and judgment of the underwriter than in any other line of insurance.

### Opens Oakland Marine Branch

ST. PAUL, April 16.—A third marine branch on the Pacific Coast has been opened by the St. Paul Fire & Marine at Oakland, in charge of Special Agent Leslie Mayo.

### W. H. McGee on Western Visit

William H. McGee, president of William H. McGee & Co., the New York marine firm, visited Chicago on Sunday on his way to St. Paul. Mr. McGee plans to return from St. Paul the last of this week for a consultative visit to his Chicago office.

### Underwriter on Trip

Stephen W. Carey, III, marine underwriter in the New York department of Appleton & Cox, has been spending a few days in the Chicago office of that company.

### Hammond Quits Los Angeles Post

H. F. Hammond has resigned as branch manager at Los Angeles for the Pacific marine department of the Great American and Phoenix of Hartford, after holding the position six years. He has been with the company since 1923.

### Get American Eagle in Boston

BOSTON, April 16.—Mitchell, Whitten & Mowbray, 40 Broad street, Boston, have been appointed general agents of the American Eagle for inland marine lines, covering Boston and the metropolitan district.

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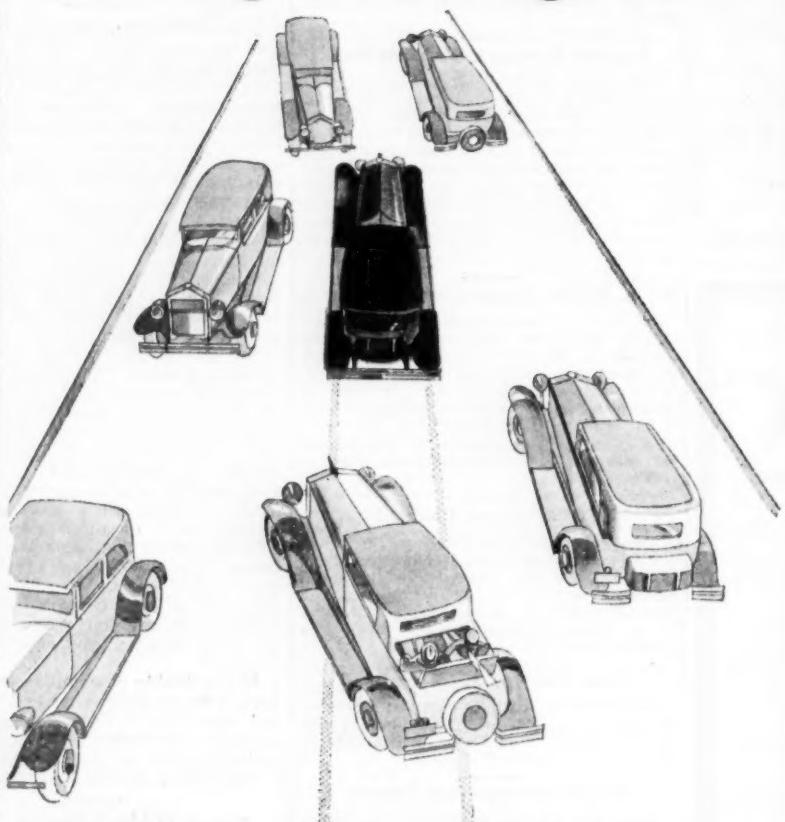
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# Middle-of-the-road driving is dangerous



**T**HE driver who holds to the middle of the street or road is increasing his own risk and at the same time forcing others into dangerous positions.

The safe rule is "Keep to the Right," except when passing another vehicle proceeding in the same direction. Then, as soon as the passing is accomplished, return at once to the right.

The passing of cars on curves or while approaching the crest of a hill continues to be the cause of many serious accidents. Passing cars on straightaways where there is not ample distance to oncoming traffic is another great cause of accidents.

All crossings should be approached with caution, shifting the right foot from accelerator to brake. Reduce speed so as to bring the car under control before proceeding through the intersection. Do not depend upon the horn to clear the way.

A 10% PREMIUM REDUCTION on public liability and property damage insurance is allowed our policyholders for a two-year record of accident avoidance and good car maintenance.



Even with the exercise of greatest care, insurance is an economic necessity. The agent of this Company in your city will be pleased to study your insurance problems and assist you in arranging needed insurance.

**Indemnity Insurance Company  
of North America**

PHILADELPHIA

*and affiliated North America Companies write practically  
every form of insurance except life*

## Making MOTORING SAFER . . .

**H**ERE is reproduced an advertisement appearing in *The Saturday Evening Post* of April 26th.

It is being run by the Indemnity Insurance Company of North America to further the cause of Accident Prevention and to aid the Company's Agents in promoting Accident Protection.

# The National Underwriter

April 17, 1930

## CASUALTY AND SURETY SECTION

Page Thirty-nine

### Free Bid Bonds Are Condemned

Surety Association of America Is Endeavoring to Bring About Reform

### PRACTICE CRITICIZED

National Association of Insurance Agents Insists That Some Remedial Action Be Taken

NEW YORK, April 16.—Aside from reaffirming in most positive form the rule adopted some time ago requiring that all bid bonds be paid for, little business save of a routine character was transacted at the meeting of the Surety Association of America. The executives, despite their years of experience, lacked a full appreciation of the aggregate premium on bid bonds, and expressed surprise at the size of the figures when these were presented them. As bonds of this character are preliminary to the issuance of contract bonds, many agents in different sections indulge in the practice of issuing the initial bonds without charge, or of paying the premium themselves, which latter proceeding makes it well nigh impossible for the companies to detect the evasion.

#### Practice Is Condemned

To such extent has the practice been carried in certain localities of late that agents seeking to do business on a straightforward basis are considerably exercised over the matter. At the mid-year meeting of the National Association of Insurance Agents at Charlotte, N. C., a resolution severely condemnatory of the granting of free bid bonds was adopted. Members of the Surety Association of America are sincere in their determination to do all within their power to check the evil. In addition to reaffirming the rule already in force prohibiting such practice, they will call on their agents to furnish the names of any representative alleged to be guilty, promising that such complaint will be promptly and thoroughly investigated. If proved the offending party will be severely dealt with.

Agents may not appreciate, as do the underwriters, the liability attaching to a bid bond. Every such instrument carries a potential liability and is a service that must be compensated for. It is a matter of underwriting history that the failure of a mid-western surety company some years ago was directly traceable to a bid bond. The person to whom it was issued discovered after he was awarded the contract that his bid figures were absurdly low, and refused to assume the obligation, which had then to be taken by the surety company, with the result that it became insolvent and went into the hands of a receiver.

The General Surety and the Greater City Surety & Indemnity, both of New York City, the St. Paul-Mercury In-

### Accident-Health Premium Volume Still on Decline

#### FIRST QUARTER UNFAVORABLE

Unemployment and Higher Premium for Over-age Risks Biggest Factors in Decreased Volume

PHILADELPHIA, April 16.—With the figures for the first quarter of 1930 at hand, it appears that accident and health insurance will, for the second year in succession, show a decrease in premium volume. Two factors are tending toward this result—unemployment and the increased premium on over-age risks. Unemployment has affected the premium volume considerably, especially in industrial.

Companies that are enforcing the increased rate on over-age risks on both renewals and new business are reporting numerous cancellations on renewals. However, they contend that the loss ratio justifies their action and that they prefer writing a smaller volume at a profit than a larger amount at a loss.

#### Unemployment Takes Steady Toll

For the past six months, unemployment has been taking a steady toll, especially true in the industrial end. To offset this loss, the companies have been making an intensive drive on employed workers. New business for the first three months this year has increased from 15 to 20 percent, but the quarter shows only a slight increase in industrial premiums, due to lapses, while the commercial business shows a slight decrease. The first week of April finds new industrial business running 40 percent above March and 80 percent above April of last year.

The industrial loss ratio showed a considerable drop for the first quarter. The commercial accident-health loss ratio is only slightly lower. The health ratio is, of course, much lower—the companies escaping a bad influenza epidemic this year. However, the accident losses have been rather bad, making the combined ratio practically as high as ever.

### Casualty Companies Have Sent in Their Fleet Data

NEW YORK, April 16.—Prompt and complete response has been made by the casualty companies operating in New York to the recent request of Superintendent Albert Conway that he be furnished a full record of all fleet automobile risks written during March, together with an affidavit certifying to the accuracy of the figures. As soon as the data has been assembled a check will be made by the department to learn whether the law governing the writing of this type of risks has been strictly observed.

deminity of St. Paul and the Western Casualty & Surety of Fort Scott, Kans., were admitted as active members of the Surety Association, while the Grand Central Surety came in as an associate member.

### Selecting Agents Factor in Selection of Risks

#### CHICAGO CLUB HEARS PURPLE

Travelers Underwriter Tells Accident and Health Managers Where Danger Points Are

The importance of agency selection as a factor in the selection of accident risks was emphasized by Hugh Purple, accident underwriter for the Travelers in Chicago, in an address before the Accident & Health Managers Club of Chicago at its April meeting this week.

"There are two old proverbs that are especially applicable in this connection," he said. "One is that 'birds of a feather flock together' and the other that 'like begets like.' If you hire a truck driver as an agent, he won't write executives or business heads. It is a very safe rule to appoint the type of men as agents that you would like to have as risks."

#### Teach New Agents Selection

He advised that the agency manager in starting out with a new agent should take especial care not to encourage him to write every man he comes across and to point out why he should pass up what appears to be good business in some cases.

"Some may say that that will discourage the new agent," he said. "But what if you let him write them? If two or three of them are turned down by the home office and he finds that the others haven't the money to pay the premium when he goes to deliver the policies, he'll be more discouraged than if he had been properly advised in the first place."

#### Three Factors in Classification

He explained the general basis for the listings in the classification manual, a point not fully understood by many agents, stating that the hazard of occupation is only one of three factors which determine the classification of a man in any particular occupation. Another is the effect of an injury on the performance of his duties. In that connection he cited the dentist, who would be disabled by an injury to his hand, while a lawyer, also in the professional class, would not. The third is the moral hazard, particularly with regard to the chances for prolonging a claim. This, he said, applies to classes where employment is unsteady, and seasonal businesses. He mentioned the musician as one to whom this would particularly apply.

#### Misclassification Will Retest

Too many agents, he asserted, try to fit the prospect's occupation to the class in the manual in which they would like to write him, instead of putting him in the class where his occupation actually places him. The agent may think he is doing the prospect a favor by getting him in at a lower rate, but when a claim is prorated because of misclassification the policyholder is likely to turn on him and say that if the matter had been explained to him he would have been glad to pay the higher rate.

A question was asked in regard to

(CONTINUED ON PAGE 42)

### Beha Considers Chicago Tangle

Casualty Managers Association Reviews Acquisition Cost Mess With Official

### BROKERS ARE OUTRAGED

Organization to Seek Protection From Practice of Rebating Their Commissions to Assured

There were two serious discussions of acquisition costs in Chicago last week, one the first formal meeting of the committee of the National Convention of Insurance Commissioners charged with a study of that all-absorbing and ever present national problem, and the other a select gathering of Chicago casualty managers with James A. Beha, general manager of the National Bureau of Casualty & Surety Underwriters. This latter meeting was devoted solely to the Chicago situation as regards excess commissions, allowances and deviations from manual rates.

Little can be said of what occurred in this private conference of the former New York insurance superintendent, who has had much to do officially in the past with acquisition cost studies, and the executive committee of the old Casualty Underwriters Association, now in process of reorganization into a newer and stronger organization to be headed by Henry B. Bale, Chicago manager for the Standard Accident.

#### Virtual Chaos in Chicago

Almost anything imaginable can be said truthfully about the Chicago casualty situation. It is one of the most highly competitive and troublesome fields in the United States, and one, frankly, where conditions are almost completely out of control.

It can be summed up briefly in the words of one who attended the private luncheon tendered Mr. Beha by the managers, at which they told him the worst: "When a company pays producers 35 percent or 40 percent commission, leaving only 60 cents of the premium dollar to pay claims and administration expenses, taxes and all the other charges, and then cuts the rate below manual to, say, 75 cents, leaving only 35 cents or so with which to pay the 40 percent or so claims, the 15 percent administration expenses, the 2 cents state premium tax and so forth, what can you expect?"

#### Not All Violate Rules

Not all companies operating in Chicago are doing this by any means. Most of the violations are by new companies and those outside the cost conference. There are many members of the casualty acquisition cost conference which took their pledges seriously and have been living up to them meticulously. The

(CONTINUED ON PAGE 42)

## Aircraft Insurance Man Sees End of Jazz Flying

### SAFETY NO LONGER ANATHEMA

Maj. Chambers Predicts Unbelievable Security in the Air Will Be Provided Within Year

Aviation in America is now emerging from the jazz age, Maj. Reed Chambers, vice-president of the United States Aircraft Insurance Group, told a number of Crum & Forster solicitors at an informal session in Chicago. "Within one year," the speaker predicted, "we will have airplane safety records which are not now believed possible."

Heretofore Major Chambers said that safety among airmen has been synonymous with cowardly. Youngsters used airplanes as they would use saxophones. Planes were used for improper purposes. Judicious aviators knew the danger but they wouldn't admit it.

As a consequence of this deception—false statements as to security of air travel, the public became "air-wise if not air minded" according to Major Chambers. Now, however, there is a general disposition to develop the industry on a sound and secure basis.

#### Companies Are Too Ambitious

One of the principal features of the loss prevention campaign is the attempt to restrain commercial flying companies from demanding 100 percent schedule fulfillment from their operating managers. This practice has induced the dispatching of planes in impossible weather. If only eighty percent schedule fulfillment were required and the burden of the schedule put on the technical division rather than on the operating manager, Major Chambers believes that there would be a tremendous improvement in safety.

Major Chambers is convinced that the Diesel engine perfected by Packard which was displayed for the first time at the Detroit aircraft show will be an important contributor of safety in the air. This engine eliminates the hazard of conflagration induced by the operation of the motor.

Furthermore Major Chambers said that dozens of aircraft schools throughout the country now appreciate that "death is permanent and the human body splatters."

#### Plans for Executives

Major Chambers stated that the most preferable risk is an airplane purchased by a corporation for the use of an executive. The plane is likely to be used carefully and under favorable weather conditions. The private sport planes, on the other hand, are distasteful to the Aircraft Insurance Group.

Another generation will see thousands more planes in the air, Major Chambers predicted. Youngsters are flying fans and they are starting in their early teens to use gliders. This early practice in the principles of flying will train them to be competent flyers in a few years.

Major Chambers instructed the agents in the fundamentals of aircraft insurance. Physical damage to aircraft is protected under several coverages, fire, wind, theft, accidental damage resulting from flight (perils of the air), and accidental damage on the ground.

Fire, in turn, is subdivided. Policies are issued to protect planes against loss by fire while the ship is on the ground and while the engine is not operating. There is a policy to cover fire damage while the plane is on the ground and while the engine is turning. Another compensates for fire while the plane is in flight except for fire resulting from a crash. Full coverage is the most expensive, costing fifty percent on the insured value of the plane. This provides against loss by fire under any circumstances.

Airplanes are especially susceptible to windstorms. The cost of the coverage

## Unusual Accident When Milk Truck Struck Rut

Armstrong Crawford, manager of the Chicago office of the Central West Casualty, reports payment of an unusual claim under a liability policy. Occupants of an automobile were injured when an empty milk can, catapulted from the back of a passing milk truck, crashed into the windshield. The canister bounced out of the truck when that vehicle hit a rut. Owner of the truck carried liability insurance.

varies with the territory. The rate varies from  $\frac{1}{2}$  to 3 percent, being about  $\frac{3}{4}$  percent in Chicago and from  $\frac{1}{2}$  to 3 percent in high wind sections.

Accidental damage is provided with deductible clauses. For small planes 10 percent deductible is available and for large planes, a flat deductible of \$1,000. The rate is about 12 percent.

#### Property Damage

Property damage limits are much higher for airplanes than for automobiles, ranging from \$10,000 to \$15,000. The minimum rates for the first \$1,000 are from \$75 to \$80.

Passenger liability of \$10,000 is provided at the rate of about \$100 for each passenger seat in the plane.

Another form is airport liability, which protects the operator against claims resulting from such hazards as ditches, obstacles, fences, etc.

Aircraft hangar owners liability, which is comparable to garage owners liability, is now being perfected.

The most important consideration in issuing a policy is the character of the pilot, Major Chambers declared. The fact that a pilot holds a transport license is not sufficient evidence for the aircraft insurance group. The license only indicates that he has had 200 hours in the air. He might not have had high altitude experience, bad weather or cross country flying. One year of general operation is a better test of a pilot.

In answer to a question, Major Chambers said that the average insurance cost of a plane is 20-25 percent of its value.

## National Surety Managers Hold Meeting in Indiana

Branch managers, assistant managers and special agents of the National Surety from the eastern, southern and central western parts of the United States extending to the Rockies, met at West Baden Springs, Ind., with a large contingent of home office executives in one of the company's semi-annual conferences. A feature was awarding of first prize in the recently concluded fidelity department contest to the Detroit branch managed by Thomas E. Griffin, and a number of other prizes to runners up. Among the New York officials participating were President E. A. St. John, Vice-president Ed M. Allen, Vice-president Russell A. Algire, Vice-president H. T. Huff, Vice-president A. M. Clark, head of the contract department; Sherman G. Drake and H. B. Woodcock, assistant vice-presidents in charge of the agency department. The company's general agencies were divided into several leagues in the fidelity production contest, taking the titles of leading professional baseball clubs.

#### Reports Florida Experience

Figures on casualty business in Florida for 1929, reported by the insurance department, show premiums, \$5,371,600, and losses \$4,389,671 as compared with \$5,700,777 and \$4,089,880 respectively, in 1928. Reciprocals had \$498,899 premiums in 1929, and \$422,367 losses.

## Companies Have Escaped from Hostile Measures

### SEVERAL BILLS INTRODUCED

Automobile Liability Was One of the Favorite Subjects Before Some of the Legislatures

NEW YORK, April 16.—As the date for adjournment of the last of the state legislatures that have been in session this year approaches, casualty executives view with considerable satisfaction the record of the season in so far as their particular interests are concerned. While several of the commonwealths gave attention to the matter of automobile liability insurance, no laws of such character were enacted in any of the states thus far, though Virginia named a committee to study the general subject. The legislatures of Rhode Island, Mississippi and Massachusetts, as well as Congress, are still in session.

No less than 28 bills dealing with automobile liability or compensation insurance are under review in Massachusetts, while three measures of like character are before Congress. While little inimical legislation has been enacted in any state thus far, the season has been a trying one for casualty officials, in that numerous measures, some of a highly troublesome character, have been up for review.

## Michigan Club Adopts New Constitution at Meeting

DETROIT, April 16.—At a meeting here, the Casualty & Surety Field Club of Michigan adopted the new constitution prepared by a special committee named by President Richard Callahan, manager Detroit branch, Travelers, providing for two classes of membership and outlining new objectives. The principal purpose now is educational, rather than social. A prominent speaker will be provided at each meeting.

All salaried employees of stock casualty and surety companies, direct reporting agents and their salaried employees are eligible for both classes of membership under the constitution. Associate memberships are open to all eligibles except managers, assistant managers, producing field representatives, general agents and salaried employees of general agents. The constitution likewise provides for nine directors instead of five. The four additional directors announced are John Horton, manager Detroit office Aetna; Philip S. Lee, manager Michigan branch, United States Fidelity & Guaranty; G. I. McCredie, manager Standard Accident's Detroit city branch, and H. V. Upington, Michigan manager Fidelity & Casualty.

A large increase in membership is expected as a result of the aggressive campaign started by James Kelly, manager of the Detroit office Century Indemnity, newly appointed chairman of the membership committee. Mr. Kelly says that between 400 and 500 men are qualified to become members. The balance of the committee consists of Stuart Richardson, assistant manager Standard Accident's city office; Ed Farrell, Detroit branch United States Fidelity & Guaranty, and M. D. Jones, underwriter for the Standard's city office.

#### Speak in Los Angeles

H. B. Michael, a member of the staff of the burglary inspection department at the head office of the Underwriters Laboratories, Chicago, who is visiting the Pacific Coast, was the principal speaker at the weekly meeting of the Los Angeles Casualty Association. He gave an interesting discussion of service performed by his organization. A short talk was also made by Herbert Ufer, Pacific Coast representative at Los Angeles of the Underwriters Laboratories.

## Girl Drives Into Window; Insurer Given Judgment

An award of \$64 was made in a Milwaukee court in favor of the Massachusetts Bonding, as insurer of a window in a Thompson restaurant, against Dorothy Smith. The girl had taken an automobile for a short drive, and while turning into an alley ran the car into a plate glass window in the restaurant.

## Detroit Banks Lose Out in Seeking Lloyds Cover

LANSING, MICH., April 16.—Detroit banks, which have long sought to place part of their bond cover with London Lloyds, have seemingly been balked again from diverting some of their business overseas through an opinion of Wilbur M. Brucker, attorney general. The last legislature corrected and strengthened the banking and insurance laws to prevent the practice of some strong Detroit banks of turning their blanket bond business over to London Lloyds. This action returned the business to licensed companies. The department was recently asked if a Detroit banking group, one of the largest in the middle west, might legally secure a special all-cover forgery bond from London Lloyds, at the same time placing with Lloyds a portion of the blanket bond excess. It appears that Lloyds writes the special forgery bond only on condition that the excess blanket bond business is also obtained.

Mr. Brucker holds that the banking group may legally obtain the special forgery bond from Lloyds, with the permission of the commissioner, as no authorized company writes such bond. As to the accompanying blanket bond coverage, however, he holds that no part of it may be turned over to Lloyds as authorized carriers will accept it.

The banking group is understood to have \$1,000,000 blanket bond cover in authorized carriers and it wanted a forgery bond for \$100,000. The chief advantage claimed for the Lloyds special forgery bond was that it would pay on forgeries back as far as 1925 if they were discovered within the contract period.

## Complete Liquidation of Great Eastern Casualty

Liquidation of the Great Eastern Casualty has been completed, Superintendent Albert Conway of New York reports. Assets in possession of the department are \$85,820, of which \$50,000 is on deposit for the benefit of policyholders and creditors. The liquidator received \$5,472 income and expenses of liquidation were \$681. The company was organized in 1892 with \$125,000 capital and \$25,000 surplus and in 1920 it reinsured all outstanding liability with the Union Indemnity and agreed to discontinue business and liquidate voluntarily. It paid all debts in full and paid five dividends to stockholders. Early in 1928 the board requested Superintendent Conway to take over liquidation.

#### Hooper Promoted to Comptroller

Frank I. Hooper, assistant secretary and auditor of the Continental Casualty, has been elected comptroller of that company. The promotion is necessitated by the rapid growth of the company, and, is in line with President Behrens' policy of advancing responsible young men to positions of authority. He started with the Continental in 1918 as a clerk in the accounting department and was appointed assistant secretary and auditor in 1921.

## Auto Liability State Fund Is Held Unconstitutional

### MASSACHUSETTS COURT ACTS

**Victory for Insurance Interests Because Unconstitutionality of State Fund Monopolies is Established**

BOSTON, April 16.—The initiative petition bill of Frank A. Goodwin, former registrar of motor vehicles of Massachusetts, seeking the establishment of a state fund automobile liability insurance company for this state is branded as unconstitutional in practically every feature by a unanimous opinion of the full bench of the supreme court handed down to the Massachusetts senate last night.

The opinion was given in reply to some 13 questions asked by the senate body a month ago. The opinion states the bill provides for a monopoly and that "monopolies are odious." Its only financial resources, it says, are the power to borrow money and the right to receive contributions. It finds that it cannot be attached to any department of the commonwealth and therefore has no state responsibility.

#### Removes Plan from Referendum

The decision means that the question cannot be submitted to the voters as a referendum at the next state election and in this connection the court ruled at the outset that the attorney general's department had prepared a faulty description of the bill.

The decision also means that the legislature will not have to take action upon the bill at the present session because of its unconstitutionality.

The decision not only represents a complete victory for the insurance interests but because it establishes a definite ruling against all state fund monopolistic proposals under the state constitution, it is one of the most important and significant documents to come down from the court in recent years.

#### New Rule on Foreign Companies

Governor Roosevelt of New York has signed two insurance bills sponsored by the New York department. One of them increases the requirements for foreign corporations transacting life, casualty or surety business. The old requirement was that they should have securities or other properties within the United States, deposited with state insurance departments or held by a trustee, equal to the minimum capital required for domestic corporations doing the same kind of business, with a minimum of \$250,000. The amendment increases this requirement 50 percent.

The other bill amends the law which requires promoting corporations or holding corporations to secure permits from the insurance department before selling any stock, by eliminating all reference to holding corporations.

## Ohio Orders Indemnity of America to Quit Writing

COLUMBUS, O., April 16.—The Ohio insurance department today ordered the Indemnity Company of America, recently bought by the Darby A. Day interests of Chicago, to cease writing in Ohio. The department states it is not satisfied with the company's financial setup.

#### J. M. Gavin Transferred

KANSAS CITY, MO., April 16.—J. M. Gavin, special agent for the Massachusetts Bonding here, is being transferred as special agent to the St. Louis office. He was formerly in the field for the National Surety and later in the New York offices of the New Amsterdam Casualty.

## Made Big Hit



C. E. RICKARD, Detroit

C. E. Rickard of Detroit, advertising manager of the Standard Accident and Insurance Advertising Conference, attended the southern regional meeting of the advertising body this week. Mr. Rickard never fails to make a hit when he mounts the platform because he has something worth while to say.

## Accident-Health Mutuals' Premiums Off, Losses Up

Accident and health mutuals and assessment companies showed a premium total for 1929 of \$42,623,949 with losses of \$27,648,568, a loss ratio of 64.8 percent. This shows a big slump from 1928, when the total was \$55,611,427 and the loss ratio 56.6 percent. Their total, added to the \$170,757,061 reported by the stock companies, gives a grand aggregate of \$213,381,010 in accident and health premiums written in the United States in 1929, as compared with \$233,406,207 in 1928.

The leaders among the mutuals are:

|                         | Prem.       | Losses      |
|-------------------------|-------------|-------------|
| Ben. A. of R. R. Emp.   | \$3,089,057 | \$1,740,073 |
| Central Cas., O.        | 259,340     | 170,460     |
| Coml. Tr. Mut., N. Y.   | 4,284,333   | 3,123,628   |
| Expressm. M. B. & N. Y. | 841,545     | 364,990     |
| Fidelity H. & A.        | 269,401     | 156,135     |
| Guaranty Life, Ga.      | 278,556     | 123,181     |
| III. Coml. M. Assn.     | 1,931,115   | 1,539,154   |
| III. Mutual Cas.        | 207,014     | 97,849      |
| III. Tr. Men's Health.  | 1,121,678   | 956,504     |
| Inter-State B. Men's.   | 1,041,111   | 622,050     |
| Lincoln H. & A., Okla.  | 347,391     | 119,514     |
| Ministers Cas. Union    | 552,278     | 407,839     |
| Minn. Coml. Men's.      | 345,230     | 284,826     |
| Min. H. & A. Neb.       | 10,275,566  | 6,521,877   |
| Mutual Cas., III.       | 457,133     | 162,248     |
| National Acci. Soc.     | 231,150     | 64,677      |
| Natl. Protec. Mo.       | 515,847     | 114,174     |
| Natl. Trav. Cas.        | 285,147     | 141,399     |
| Physicians Cas., Neb.   | 277,235     | 156,161     |
| Physicians H., Neb.     | 297,012     | 281,335     |
| Teachers Prot., Pa.     | 328,899     | 204,240     |
| Travelers Health, Neb.  | 726,379     | 551,608     |
| Travelers Prot., Mo.    | 1,291,512   | 1,277,414   |
| Unionaid Life, Ark.     | 302,762     | 183,701     |
| Union Mut. Cas., Ia.    | 361,225     | 236,239     |
| Unity Indust., La.      | 587,834     | 221,535     |
| Unity L. & A., N. Y.    | 657,207     | 753,716     |
| Woodmen Acci., Neb.     | 1,208,377   | 969,306     |
| Workm. S. & D. Ben.     | 969,306     | 901,862     |

#### Labor Speaker Urges Compulsory Cover

MADISON, WIS., April 16.—Compulsory automobile liability insurance and changes in insurance laws "to eliminate trick clauses in policies," were urged by Judge Joseph Padway, Milwaukee, former state senator, in addressing the Madison Federation of Labor.

It was brought out that compulsory liability insurance, long advocated by the state federation, will again be brought up at the state convention in June.

Olaf H. Johnson, former Wisconsin commissioner and now secretary of the newly formed Workmen's Mutual of Milwaukee, also gave a brief talk on state insurance laws.

## Plate Glass Managers Will Discuss Problems

### MEETING HAS BEEN CALLED

Hoped That Number of Points Can Be Ironed Out at the Conference

NEW YORK, April 16.—To dispose of various matters considered by the governing committee of the plate glass division of the National Bureau of Casualty & Surety Underwriters, a general meeting of members will be held within the next ten days, the exact date to be announced later. An invitation will be extended the W. F. Moore rating service to be represented, and to discuss with bureau members problems of common concern. It is desired to secure uniformity if possible in the rating manual used by the two great services, the feeling being that if such action be had it will be of benefit to agents as well as to head office underwriters. The differences in the present manuals are not particularly important, but the thought is that such differences as do exist might well be ironed out.

## Construction Rapidly Gets Back to Normal Condition

Construction is rapidly returning to normal, according to a survey of the F. W. Dodge Corporation. March contracts for building and engineering projects in 37 states east of the Rocky Mountains total \$459,119,000, the largest monthly total since August, 1929, a normal seasonal increase of 45 percent over February this year and only 5 percent below March, 1929. December contracts were off 27 percent, but the first quarter of 1930 was only 12 percent behind the same period last year, contracts totalling \$1,100,147,200. Public works and utilities led with \$105,349,800. Residential buildings were second with \$100,491,600, commercial structures third with \$80,001,500 and industrial construction fourth with \$74,332,600. Contemplated new work of all kinds reported in March totaled \$732,735,900, against \$780,209,400 in February and \$886,075,100 in March, 1929.

## Ward Is Named Chairman of Casualty Underwriters

NEW YORK, April 16.—Charles E. Ward of the Preferred Accident is now chairman of the Automobile Casualty Underwriters Association, having been elected at the annual meeting yesterday. W. H. Crawford of Lloyds Casualty and W. S. Cooper, Phoenix Indemnity, were chosen vice-chairman and secretary, respectively. A vote of appreciation was given former Chairman Ambrose E. Ryder, Great American Indemnity, for his services the past year. James A. Beha, general manager National Bureau of Casualty & Surety Underwriters, and E. E. Robinson, manager of its automobile department, were special guests.

#### Beha Addresses New York Club

NEW YORK, April 16.—The New York Casualty Managers Club will have as the guest speaker at its luncheon tomorrow James A. Beha, general manager of the National Bureau of Casualty & Surety Underwriters.

#### Hold Annual Meeting

The annual meeting of the Association of Casualty & Surety Executives will be held in New York City May 6.

## Home Indemnity Receives Charter from New York

### NEW HOME FLEET CARRIER

Kurth Selected as President, Others Named on Official Staff—to Start Writing in June

NEW YORK, April 16.—The charter of the Home Indemnity of New York, a casualty affiliation of the Home of New York, has been issued, and its \$1,000,000 capital and \$3,000,000 surplus arranged for. Officers and directors have been elected as given below. The affairs of the corporation will be handled in conjunction with those of the Southern Surety, also a Home affiliation, from the headquarters of the former institution, 111 John street, this city. Policies and general supplies are now being printed and it is expected the new company will begin business early in June.

#### Official Personnel Listed

Officers and directors are: Wilfred Kurth, president; Norman R. Moray, chairman of the board; Frank A. Ungles, first vice-president; Frank E. Burke, vice-president and secretary; Harold V. Smith, vice-president and secretary; Charles M. Martindale, vice-president and secretary; Thomas F. Cass, Donald D. Smith, O. W. Huncke, Frank T. Gilson and J. R. Molony, vice-presidents; John S. Love and W. King, underwriting secretaries; L. A. Schmitt, general comptroller and actuary; E. A. Luther and William Preston, agency secretaries; W. D. Dean, underwriting secretary; Paul Brown, Clarence J. Crockett, and L. A. Schmitt, assistant secretaries.

The directors are Edwin Atkinson Bayles, Frank E. Burke, John Clafin, William L. DeBost, John A. Diemand, Clarence H. Kelsey, Wilfred Kurth, Charles G. Meyer, Norman R. Moray, Gordon S. Rentschler, Harold V. Smith, Charles L. Tyner and William Ives Washburn; executive committee, John Clafin, Clarence H. Kelsey, Wilfred Kurth (as president), Charles G. Meyer, Norman R. Moray (ex-officio as chairman) and Charles L. Tyner.

## AETNA CASUALTY HOLDS INDIANAPOLIS MEETING

On Friday representatives of the home office of the Aetna Life companies put on a one-day sales congress in Indianapolis. Stanley E. Withe, head of the advertising department, explained the new program of publicity. Claude Spaulding, field supervisor of the accident and health department, spoke. In the afternoon, L. B. Fowler, bond supervisor, spoke on bonds in general and contractors' bonds in particular. Edward C. Knapp, general casualty field supervisor, and C. G. Hollowell, secretary in charge of the agency department, were also on the program, which closed with a strong address by R. I. Catlin, assistant vice president, who spoke on "What the Recent Developments in Automobile Insurance can to Your Agency."

One hundred twenty-five agents were present on a production basis. R. C. Griswold, Indiana manager for the casualty department, presided.

#### Travelers Holds Conferences

The Kansas City branch of the Travelers will conduct three sectional meetings for agents in Missouri and Kansas, April 21-23. One day sales conferences will be held in Wichita, Monday, in Pittsburgh, Kan., Tuesday, and in Kansas City, Wednesday. John H. Eglof and H. D. Sherwood of the home office will attend. Myron Platt, Kansas City, will be in charge.



**Look up to Plate Glass  
... it is a profitable  
coverage for any cas-  
uity agent to push.  
Special assistance  
is offered to the  
UNIVERSAL  
Agents on  
this line.**

EDWARD T. HARRISON  
President

A WORLD OF PROTECTION  
**UNIVERSAL**  
**CASUALTY COMPANY**  
Dallas, Texas

**Beha Considers  
Chicago Tangle**

(CONTINUED FROM PAGE 39)

managers of these companies have a royal good time hanging on to their representatives and premiums. They admit frankly that they do not blame an agent for taking a 40 percent contract in preference to 25 or 30 percent. There are some companies with which it is not difficult to get a contract paying general agency commissions without any of the troubles or duties incidental to such a post.

Some of the finest companies in the United States are forced to sit back and watch less straight-laced carriers walking off with fine agencies. That has been painfully galling to western department and branch managers in Chicago of conscientious companies.

**Brokers Ask Protection**

Another current practice was given official recognition and denunciation at the annual meeting of the Insurance Brokers Association of Chicago Tuesday afternoon when Charles Wolfberg, a prominent general line broker, moved that the organization take official steps to "prevail upon all casualty companies, collectively and individually, to go on record and establish a ruling that will result in broker's commission being paid only to those qualified for Class 3 membership in the Chicago Board of Underwriters, until such time as proper legislation will have been enacted extending such protection to brokers through other means."

Mr. Wolfberg said, "Many casualty company producers are securing large lines direct, through the expedient of appointing assured himself as his own broker, or the special agent, who in turn gives back his commission to the assured—the special agent himself working on salary.

**Fire Companies' Precedent**

"The fire companies have gone on record in published statements recognizing agents' and brokers' vested ownership in their contacts and clientele, and since many of the fire companies are owned by casualty companies, and vice versa, and though a different organization exists among the casualty companies, nevertheless some attempt ought to be made with the help of the agents' fire organization, if possible, to secure the same rights and privileges from the casualty companies as are available from the fire companies."

Mr. Wolfberg indicated five substantial commissions that he had lost recently through this practice, and his motion was received with so much enthusiasm by all brokers attending the meeting that it was apparent they often had suffered the same experience.

**Executive Board to Act**

The matter was referred to the executive board of the association to be acted on at a meeting to be held soon. It was said that at present casualty companies can recognize as a broker the assured, his secretary, his attorney, a relative or almost anyone else delegated temporarily to receive the commission and turn it over immediately to the assured, and that the sole purpose of such an arrangement is to secure a rebate of the broker's commission.

As to the quotation of rates below manual, that is merely another accepted way in Chicago of meeting competition of mutuals, reciprocals, motor clubs and aggressively competitive stock companies. A tiny stream of complaints about rule violations trickles through the Chicago branch of the National bureau, but no one takes that seriously. That office, while it is the local administrative office of the cost conference, has several pressing functions, including stamping all applications, rating on some classes and giving a rate information service on all casualty business.

Few even of the most outraged managers, agents and brokers make specific complaints to this office on commission

or rate violations. When they do complain the branch's function practically ceases with a warning. Theoretically there is a penalty for violation, but it is very infrequently invoked.

Without doubt Chicago casualty men will take keen interest in the acquisition cost hearings of the commissioners' committee to be held in Chicago June 11-13. Organized brokers have been tabulating their income and expenses and will go before the commissioners well prepared. Undoubtedly agents will be armed with facts and figures as well, and it is likely that the stark, naked truth about the Chicago casualty mess will become public at that time.

**Selecting Agents Factor  
in Selection of Risks**

(CONTINUED FROM PAGE 39)

the low classification given real estate brokers under the new manual. Mr. Purple said that while, of course, there are many reputable and thoroughly high class men in the real estate business, there probably is no other business where there are more irresponsible and unscrupulous characters, and that it is impossible to discriminate as between individuals in a general class. The average risk has to govern the classification.

**Explaining Increase at 60**

Another question concerned the experience under the new provision increasing the accident rate at age 60. Mr. Purple said he thought 95 percent of the cases of that sort in his office had been renewed. He said it should be explained to the policyholder that the increase is not because he is more susceptible to accidents—he will argue that proposition—but because his resistance is less, and that is something he usually will have to admit. Two out of three death losses are on policyholders over 60, and it is on the principal sum side that the increase has been made. The company is willing to continue men beyond 60 on weekly indemnity without any increase and will allow a reduction in death indemnity to the amount the old premium would pay for on the new basis.

When asked about health insurance, he said he believed it is impossible to write it profitably, as the selection is all against the company. The man who is most careful to avoid accidents will admit that he is always in danger of being injured through the carelessness of some one else and, therefore, needs accident insurance, but the same argument will not apply to the man that takes care of his health. It is the one who is going to be sick that buys health insurance. He expressed the belief, however, that if the companies would get together on a waiting period provision it would help the health situation nationally.

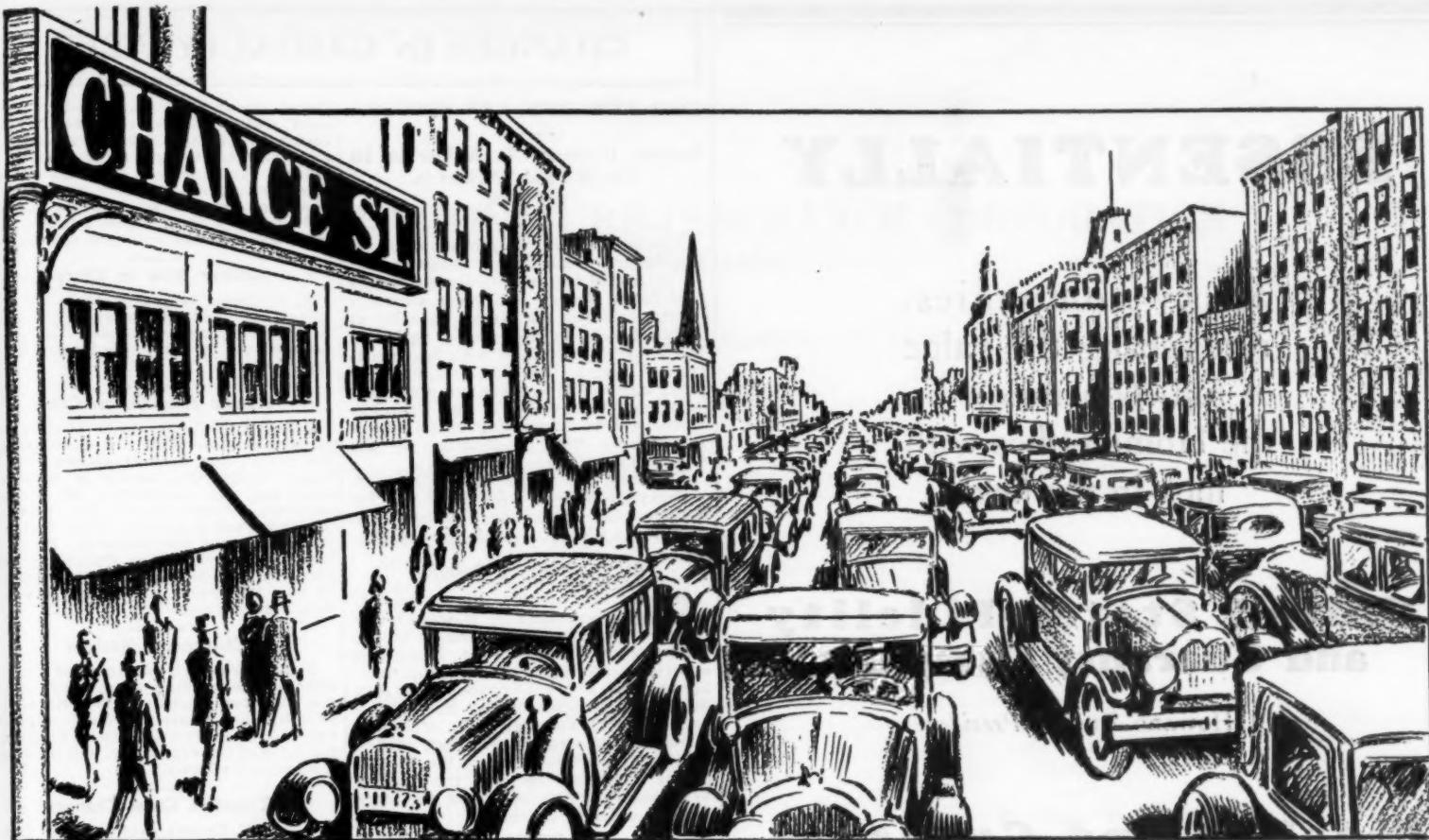
**IMPORTANT PROMOTIONS IN  
J. S. KEMPER ORGANIZATION**

James S. Kemper, president of the Lumbermen's Mutual Casualty and associated companies, has announced several important promotions.

R. W. Chandler, assistant manager of the Federal California Underwriters at San Francisco, has been appointed manager, succeeding F. P. Dresel, who resigned because of ill health.

H. E. Christiansen, formerly manager of the Cook county automobile department at the home office in Chicago, has been appointed assistant to the president. Mr. Christiansen is succeeded in his former capacity by W. M. Stewart, who has been named a senior executive.

H. A. Kuehl, chief fire prevention engineer for the Lumbermens & Manufacturers Insurance Agency and the National Retailers Mutual, also has been named a senior executive and becomes chief fire underwriter in addition to his engineering duties. T. H. Gillespie, assistant secretary of the National, has been designated senior executive in charge of accounting.



## They All Take a Chance on Chance Street

THE LONGEST street in America is Chance Street. It extends from North to South, and from East to West, through every hamlet, village, town and city in the United States. It is crowded with opportunities for you—opportunities to protect the individual owners of more than 26,000,000 motor cars and trucks from financial loss due to some mischance on Chance Street.

### THE INDEPENDENCE COMPANIES

CHARLES H. HOLLAND, President  
HOME OFFICES, INDEPENDENCE BUILDING, PHILADELPHIA

Corroon & Reynolds, Incorporated, Manager

NEW YORK CITY OFFICES  
INDEPENDENCE INDEMNITY COMPANY  
136 William Street

INDEPENDENCE FIRE INSURANCE COMPANY  
92 William Street



*These Companies maintain  
Human Relations with their Agents,  
Brokers and Policyholders*

# ESSENTIALLY

agency companies,  
recognizing the value  
of full cooperation by  
the Home Office with  
men in the field.

## United States Fidelity and Guaranty Company

R. HOWARD BLAND, President

## Fidelity and Guaranty Fire Corporation

R. HOWARD BLAND, President

FRANK A. GANTERT  
Vice-President and General Manager

Home Offices  
BALTIMORE, MARYLAND

|              |           |              |              |
|--------------|-----------|--------------|--------------|
| AUTOMOBILE   | PUBLIC    | BURGLARY     | ACCIDENT     |
| LIABILITY    | LIABILITY | THEFT        | HEALTH       |
| PROP. DAMAGE | TEAMS     | PLATE GLASS  | WORKMEN'S    |
| COLLISION    | ELEVATOR  | STEAM BOILER | COMPENSATION |

*General Accident*  
FIRE AND LIFE  
ASSURANCE CORPORATION, Ltd.  
FREDERICK RICHARDSON, United States Manager.  
GENERAL BUILDING • 4TH & WALNUT STS.  
PHILADELPHIA

## CHANGES IN CASUALTY FIELD

### TWO NEW MEN ARE SECURED

Bankers Indemnity Is Adding to Its List of Field Workers in the West

Roscoe R. Clark, western manager for the Bankers Indemnity, announces that he has added two men to the company's field force. Jerome J. Conway, formerly in the field for the Aetna Casualty at Milwaukee, is the new special agent for the Bankers Indemnity with headquarters in Chicago. Carl Kirtzweil, formerly a city agent in Milwaukee and previously in agency field work for the Travelers there, will be supervising special agent for Indiana with headquarters in the Occidental building, Indianapolis.

Raymond W. Steger, formerly supervising payroll auditor for the Royal Indemnity has joined the Bankers' Indemnity in Chicago in a similar capacity.

### H. D. Plimpton Resigns

Howard D. Plimpton, one of the outstanding underwriters of Wisconsin has resigned as Milwaukee manager of the Metropolitan Casualty. Mr. Plimpton's experience also includes successful management of a fire company. He is a prominent member of the Surety Association of Milwaukee. Mr. Plimpton is planning to return to the local agency field where, prior to taking the Metropolitan Casualty he was the leading Wisconsin producer of one of the large fire and casualty groups.

### U. S. F. & G. Names Special Agents

The United States Fidelity & Guaranty announces these appointments as special agents: Elmer C. Hill at Cincinnati, in charge of a new zone estab-

lished there; J. Ard at Toledo, to succeed Dewey Moore, resigned; William Slater in Chicago, where the company has enlarged its field force; George T. Murrah for Zone 1 at Birmingham, Ala. The Birmingham territory has been divided into two zones. J. Duke Pearson, special agent at St. Louis, has resigned. His successor has not been appointed.

### Glover Now in Charge

P. J. Glover is now looking after interests of the Independence Indemnity in Wyoming and Colorado. His headquarters are in 301 Union Station building, Denver.

### Handle Aviation on Coast

SAN FRANCISCO, April 16—Through an arrangement with the Independence Indemnity, the general agency firm of James Rolph, Jr., Landis & Ellis will supervise the production of aviation business. James Rolph, III, who recently became a member of the firm, will have charge of this business. He is interested in aviation in California. His father, a member of the firm, is mayor of San Francisco, and is now a candidate for governor.

### Charbonnel Resigns

J. E. Charbonnel, manager for the past year of the bonding department of the Los Angeles branch of the Royal Indemnity and Eagle Indemnity, has resigned. W. O. Paine, southern California manager of the companies, will announce a successor shortly.

### Travelers Coast Changes

Harvey C. French, field assistant in the casualty department of the Travelers at Los Angeles, has been transferred to the Seattle branch. Manager W. E. Shels announces the appointment of Courtney C. Kennedy and Frank D. Nosker as field assistants in the Los Angeles office.

## WORKMEN'S COMPENSATION

### COMPENSATION IS KEY INDEX

Steady Decline in Audits Since Last Summer Indicates Stock Crash Followed Business Depression

Compensation underwriters are pointing to one piece of evidence that business depression was the cause instead of the result of the stock market crash. Since the summer of 1929 compensation audits have described a steadily descending line on the chart. This is a clear indication that boom times had passed the peak a year ago and that a downward tendency had set in at least three months before the deflation of securities.

Although students of industry were aware that building activity and the building trades were lethargic during the last days of the boom, it is interesting to note that the period of actual descent coincides with that of many other industries. As the records are more carefully inspected it becomes evident that nearly all enterprises experienced a downward movement beginning in the early summer of 1929. The securities market did not reflect this change for about three months.

### Rate Revision Is Delayed

MILWAUKEE, April 16.—Instead of a compensation rate revision effective July 1, as in previous years the Wisconsin Compensation Rating & Inspection Bureau states that new rates will not be effective until Jan. 1, 1931. Work on rate revision will probably begin about Sept. 1.

### Spikes State Compensation Plan

The legislative committee on labor and industries has just reported unfavorably to the legislature on the petition of the Massachusetts branch of the American

Federation of Labor for the establishment of a state fund for workmen's compensation insurance. Three members of the committee reserved their right to dissent.

### Fund Changes Dividend Plan

SAN FRANCISCO, April 16—A revision in the plan of distributing dividends to policyholders has been announced by the California state compensation fund. The fund announces that hereafter no dividends will be paid to risks where the loss ratio has exceeded the premium dollar. In the past it has been the practice to pay dividends regardless of the loss results. It holds out a promise of dividend payments to those organizations which through safety work aid in lowering the loss costs of the fund.

### Taheny Leaves Public Work

John J. Taheny, attorney, actuary and referee of the Arizona Industrial commission and organizer of the Arizona compensation fund, has resigned, effective June 1. Mr. Taheny stated that his resignation was prompted by an attempt of the governor to reduce his compensation. Mr. Taheny has been with the industrial commission since 1926, going to Arizona from California, where he was superintendent of claims of the California industrial commission.

Mr. Taheny has joined the executive staff of the Associated Indemnity and Associated Fire & Marine, both of San Francisco.

### Studies State's Experience

NEW YORK, April 16—Having recently promulgated new rates for both Alabama and Georgia, effective on and after July 1, the National Council on Compensation Insurance is now studying the experience of its member companies in Colorado, Louisiana, Tennessee and Maryland, with a view to revising the rates in these states.

## INTERNATIONAL RE-INSURANCE CORPORATION (Casualty)

*Balance Sheet, December 31, 1929*

### ASSETS

|                                       |                |
|---------------------------------------|----------------|
| Cash .....                            | \$ 725,191.78  |
| Premiums in course of collection..... | 367,819.04     |
| Accrued Interest Receivable .....     | 65,530.79      |
| Securities (at market):               |                |
| U. S. Government Bonds.....           | \$ 974,468.75  |
| State and Municipal Bonds .....       | 1,172,045.20   |
| Corporate Stocks and Bonds.....       | 1,827,921.50   |
| Total Securities .....                | 3,974,435.45   |
| Loans:                                |                |
| Secured by collateral .....           | \$1,284,600.00 |
| Secured by real estate mortgages..... | 578,201.34     |
| Total Loans .....                     | 1,862,801.34   |
| Equity in Home Office Building .....  | 275,000.00     |
|                                       | \$7,270,778.40 |

### LIABILITIES

|   |                |
|---|----------------|
| Accrued Commissions, Taxes and Other Liabilities.....                                       | \$ 193,437.41  |
| Insurance Reserves:   |                |
| Unearned Premiums .....   | \$1,040,185.02 |
| Reserve for losses .....  | 951,933.10     |
| Voluntary contingent reserve .....  | 500,000.00     |
| Total Insurance Reserves .....  | 2,492,118.12   |
| Reserve for depreciation of building .....  | 9,060.00       |
| Capital Stock and Surplus:  |                |
| Capital Stock—authorized 200,000 shares of<br>\$10.00 each; outstanding 150,000 shares..... | \$1,500,000.00 |
| Surplus .....   | 3,076,162.87   |
| Total capital stock and surplus.....  | 4,576,162.87   |
|   | \$7,270,778.40 |

### CERTIFICATE

We have audited the accounts of the International Re-Insurance Corporation for the year ended December 31, 1929.  
 We have verified the loans and collateral held thereunder, the possession of the stocks and bonds owned, and have confirmed the cash balances by certification of the depositaries. The loss reserve appears to be conservatively stated, and  
 WE HEREBY CERTIFY that in our opinion the above statement sets forth the financial condition of the Company at December 31, 1929.

HASKINS AND SELLS

Los Angeles, California.  
February 18, 1930.

## INTERNATIONAL RE-INSURANCE CORPORATION

CARL M. HANSEN, President

84 William Street  
New York, N. Y.

Home Offices  
Pacific Finance Building  
Los Angeles, California

31 Lombard Street  
London, England

## An Unusual Service

FOR sixteen years the word BELT has stood as the familiar, easily remembered name of an unusual automobile insurance service. Unusual because the quality of protection has been so high and the plan of operation has kept the cost so low.

The management of the BELT Companies is the same as that of the old Belt Automobile Indemnity Association. The features which appealed so successfully to automobile owners from coast to coast are incorporated in the Belt Casualty Company and the Belt Fire Insurance Company, two strong stock companies.

The accumulated experience of more than sixteen years in the special field of automobile underwriting is of great advantage to the BELT Companies. There is a nationwide established agents and claim organization. The "hot spots" are known and avoided. Classes of risks are well defined and the business is on a sound basis.

*Some desirable territory open to capable agents*

G. M. Nichols, President

## BELT CASUALTY COMPANY

Affiliated with Belt Fire Insurance Co.

### HOME OFFICE

4750 Sheridan Road

Chicago, Illinois

New Amsterdam  
Casualty Company

A Progressive  
Surety and Casualty Company

Re-Insurance  
Excess Re-Insurance  
Catastrophe Hazard

DEE A. STOKER  
RE-INSURANCE UNDERWRITER  
2111 Daily News Bldg. CHICAGO  
Tel. Central 6378

All Lines but Stressing Excess Fire Reinsurance General Classifications

## ACCIDENT AND HEALTH FIELD

### TWO CHARGED WITH FRAUD

Officers of Chicago Tourist Club Arrested for Selling "Accident Policy" Without License

Two executive officers of the Tourist Automobile Club, 2901 South Michigan avenue, Chicago, have been indicted by the grand jury on a fraud charge on complaint of V. C. Elg, Chicago man, that he paid \$32.50 for a combination membership and \$5,000 accident policy, which he never received, only to learn the club is without authority from the Illinois insurance department to issue such a contract. The case was presented by Assistant States Attorney George Lavin, who says he has many more complaints of the operations of this club.

#### Under \$10,000 Bond

The two officers indicted are R. Papzke, president, and H. M. Block, vice-president and treasurer. They were arraigned before Judge John Sbarboro in felony court and placed under \$10,000 bond each.

The \$32.50 combination membership and accident insurance contract is sold by several Chicago auto clubs under proper state authority, and is a thorn in the side of stock company agents. These clubs are said to have done a very large business on this policy in the last few months. Operations of the Tourist Automobile Club are believed to be an attempt to "muscle in" on this business without benefit of insurance license. The complaining members did not receive their accident policies, they charge.

#### Collins on Conference Program

J. P. Collins, president of the National Association of Accident & Health Managers Clubs, agency supervisor of the National Casualty, Detroit, will be one of the chief speakers at the annual meeting of the Health & Accident Underwriters Conference at Wawasee, Ind., June 3-5. His subject will be, "The Responsibilities of the Accident and Health Agent to the Public and to His Company." As usual the conference dinner will be one of the features. The entertainment is to be provided by the Lincoln National Life of Fort Wayne, Ind.

#### Changes in Mutual of Richmond

J. N. Walker and R. A. Throckmorton have retired as president and vice-president respectively of the Mutual of Richmond and have been succeeded by Bolling H. Handy as president and Lewis G. Larus as vice-president. This was in accordance with an agreement reached a year ago when control of the company was acquired by a group of Richmond business men and financiers. Mr Handy, who was elected chairman of the board at that time, retains this post in addition to the presidency. The company confines its writings to industrial and sick benefit business and does business only in Virginia.

#### Boston Claim Men Honor Millea

BOSTON, April 16.—Edward D. Millea, New England claim man for the Equitable Life of New York, who goes to the home office soon, on his retirement as president of the Boston Life & Accident Claim Association at its annual meeting, was presented a desk set suitably engraved, for the time and work he had put in developing the association.

L. B. Pinckney, United States Fidelity & Guaranty, was elected president; Frank W. Rabbit, Royal Indemnity, vice-president, and Harry B. Read, Connecticut General, reelected secretary, and George Bacon, Massachusetts Accident, was elected treasurer.

Dr. George Burgess Magrath, noted medical examiner of Suffolk County, gave an illustrated talk on various cases he had handled.

### UNUSUAL DIVIDEND CONTRACT

Great Western of Des Moines Campaigns with New Policy Featuring Low Cost

An unusual accident policy has just been introduced by the Great Western of Des Moines and is being made the object of a special drive. The contract features a low net cost by means of dividends returned each five years over a 20 year period. It is calculated that these dividends, together with the probable claim payments over the 20 year period, will return approximately 50 percent of the premiums paid. The policy sells at a flat rate of \$13 a year. It is written up to age 50, normally expires at age 60, but may be continued to age 70 at the option of the company.

The contract pays \$5,000 principal sum for death from any train accident, including street cars and other public carriers, except airplanes. It pays \$150 hospital expenses and \$100 on being released from hospital. There is a \$1,000 accidental death benefit covering automobile accidents, with \$90 hospital expenses and \$60 on leaving the hospital, and \$500 accidental death benefit for any other accident, including airplanes, with \$60 hospital expenses and \$40 on leaving.

In addition the contract pays the principal sum for loss of both hands, both feet or both eyes, and specific graded benefits for lesser injuries.

#### American Bankers Supervisors Meet

State supervisors of the American Bankers met in Lexington, Ky., last week for a three-day session. The home office was represented by H. C. Welch, vice-president, and E. R. Jones, auditor. W. B. Griffin, Kentucky supervisor, with headquarters in Lexington, had charge of the meeting and there were supervisors present from Illinois, Indiana, Ohio, Michigan, Missouri, Tennessee and Kentucky.

#### "Hospital Service" Enjoins Ouster

COLUMBUS, O., April 16.—The Fidelity Hospital & Service Company brought suit here this week to prevent the insurance department from interfering with its operation. The company sells a policy, it is understood, which calls for health and accident insurance in addition to other supposed service. The department declined to license the company and had ordered it to quit its operations in Ohio.

#### Agents' Licenses Revoked

Michigan department officials announce revocation of licenses of C. M. and Augustus L. Wick, Detroit representatives of the American Bankers of Jacksonville, Ill. These agents, who had been operating extensively in health and accident, were cited for hearing several weeks ago. Withdrawal of licenses resulted when the department became satisfied both agents had been guilty of "unbecoming conduct."

#### Miller Made Vice-President

W. G. Miller of the Pacific Mutual Life was elected vice-president of the Accident & Health Managers Club of Chicago at its meeting this week, filling the vacancy caused by the resignation of S. S. Chisholm, formerly manager of the accident department of the Rockwood Company, who has relinquished that position to take up personal production.

President Percy G. Smith announced his committee appointments for the new year. The chairmen are: Donald A. Drury, Massachusetts Accident, membership; D. W. McFall, Continental Casualty, entertainment; L. D. Edson, Zurich, program. A special committee was named to draft the amendments to the by-laws proposed at the last meeting, changing the annual meeting to May and combining the offices of secretary and treasurer.

Plans for the first convention of the National Association of Accident Managers Club, to be held in Chicago June 5-6, were discussed.

## FIDELITY AND SURETY NEWS

### MANY PROSPECTS FOR BONDS

#### Manager Vierheller Declares That Agents Have a Fertile Field for Fidelity Business

Manager C. W. Vierheller of the United States Fidelity & Guaranty at Charleston, W. Va., calls attention to the fact that agents in soliciting mercantile fidelity bonds usually have their minds fixed on banks or cashiers in other establishments feeling that they are the people that are the best prospects. Mr. Vierheller says that all people handling money, property or accounts should be adequately bonded. He feels that there is now a greater opportunity than ever before to sell fidelity bonds because of the revelations brought out in the stock market crash. Audits of accounts have revealed shortages of various sums. He suggests several classes as most likely prospects, they being as follows:

- Bakeries
- Baseball Clubs
- Benevolent Associations
- Boards of Trade
- Chambers of Commerce
- Charitable Institutions
- Churches
- Department Stores
- Educational Institutions
- Heat and Power Companies
- Lumber Companies and Yards
- Manufacturers
- Public Libraries
- Newspaper Publishers
- Water Companies
- Gas and Electric Companies
- Grocers (Wholesale and Retail)
- Haberdashers

#### Fix Nebraska Bank Schedule

LINCOLN, NEB., April 16.—The state banking department has issued an order putting into effect the recently enacted

law requiring all officers and employees of banks except stenographers and janitors to give surety bonds, and fixing the following figures: For active executives, \$5,000; inactive executives but still holding office, \$1,000; active assistant cashiers or tellers, \$2,500; tellers or bookkeepers, \$2,500; bookkeepers only, \$500.

Senator Easton, one of the authors of the bill, has protested in the newspapers declaring that there should be a difference in amounts required as between large cities and small towns, and insisting that inactive officers might become active in emergencies and assume responsibilities and duties which might involve the bank and its stockholders vitally.

#### Finds Virginia Bonds Inadequate

RICHMOND, VA., April 16—Many county treasurers in Virginia have been giving bonds for less than the law prescribes, Lee Moore, state auditor, declares in his annual report. "Nearly all county treasurers give as surety on their official bonds surety companies authorized by law to do business in Virginia," he says. "The law now in force permits the surety to be either personal or corporate. The bond is to secure both state and local funds and must be not less than 50 percent of the amount received annually by the treasurer. In a large number of cases I have found that the law was not complied with, the amount of the bond being for less than 50 percent of the amount annually received by the treasurer. I have brought this to the attention of the proper authorities with the result that with a few exceptions the bonds have been increased or additional bonds executed to comply with the law."

#### F. & D. Issues Big Bond

The Fidelity & Deposit has issued a bond guaranteeing completion of the \$3,176,530 road contract newly awarded by the New Jersey highway commission.

### BURGLARY NEWS

#### ORGANIZE TO FIGHT THIEVES

Representatives of Seven Companies Picked for Committee to Combat Crooks Who Steal Securities

A meeting has been called by the claims department of the National Bureau of Casualty & Surety Underwriters to form a fidelity and casualty committee to combat organized bands of thieves and fences who are stealing and disposing of securities. Representatives of the following seven companies have been selected for the committee: United States Fidelity & Guaranty, American Surety, Aetna Casualty, Fidelity & Casualty, Fidelity & Deposit, National Surety and Globe Indemnity.

#### Pays Claim at Once

Within three hours of the holdup of the Metropolitan National Bank of Seattle, at noon of April 11, the bank was reimbursed for part of its loss. While police were still milling about the bank lobby, Thomas G. Hammond, vice-president United Pacific Casualty, appeared with a check for \$234, representing the portion of liability borne by the Seattle company in a bankers' blanket bond covering all institutions of the First Seattle-Dexter Horton National Bank group.

#### Nebraska Bank Robbed

Bank robbers, who have been leaving Nebraska alone for months, appeared the other day at Schuyler, at the Folds bank, and made away with \$5,800. The bank had renewed its burglary coverage just the day before.

**Arthur Angvik** has been named special agent in the bond department of the Aetna Casualty's St. Paul office, succeeding J. W. Phillips.

### PERSONALS

W. G. Tallman, president, and Virgil E. Nutt, vice-president in charge of claims of the Great Western of Des Moines, have started on a tour of western agencies.

Shanklin E. Gilkeson, solicitor for T. H. Mastin & Co., Louisville, and world war hero, died suddenly while on a business trip to Cincinnati. Mr. Gilkeson, 50 years of age, a native of Lawrenceburg, Ky., once lived at Claremore, Okla., and was a close friend of Will Rogers, before the latter became a star. Mr. Gilkeson was decorated during the war with the Distinguished Service Cross, and was a sergeant in the 167th Ambulance Company, 117th Sanitary Train, of the Rainbow division.

Claude W. Fellows of San Francisco, president of the Associated Indemnity and Associated Fire & Marine of that city, is on a trip through the central west. Mr. Fellows started his insurance career in Chicago, becoming first an office boy for Charles H. Eldredge soon after he established a branch office for the United States Casualty. Mr. Fellows started in 1898 and became cashier, resigning in 1907. He migrated to California and became manager for the Royal Indemnity. He made his great record as manager of the California State Compensation Fund, building up that organization to large proportions. He has made a special study of workmen's compensation insurance and formulated the participating policy in that department for his company. Last year the premiums of the Associated Indemnity were \$3,309,559 of which \$2,269,793 were compensation premiums. There was a loss ratio of 57 percent on this class. During the time that Mr.

## Illinois Casualty Company

SPRINGFIELD, ILLINOIS

You Should Have a Strong Automobile Company in Your Office!

ALL FORMS — FULL COVERAGE —  
IN ONE POLICY  
INDEPENDENT RATES

Policyholders Surplus \$375,000.00  
Total Assets over \$600,000.00  
Licensed in Illinois, Iowa, Michigan,  
Missouri and Indiana



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**Paul W. Pickering**  
Secretary-Treasurer  
For Open Territory

## AMERICAN INDEMNITY COMPANY

GALVESTON

COMPLETE  
AUTOMOBILE PROTECTION  
FIDELITY  
AND  
SURETY BONDS  
C. B. KUHN,  
Secretary

Whatever any other companies do for their Agents within the bounds of sound, ethical business and good underwriting practices, we will do.

**S**AFETY  
SATISFACTION  
SERVICE

Desirable  
General Agency  
Contracts  
available in  
unallotted territory

## AMERICAN FIRE & MARINE INSURANCE COMPANY

GALVESTON

FIRE ~ WINDSTORM  
AUTOMOBILE INSURANCE  
E. C. FRENCH, Vice President



Its able management, combined with its association with one of the strongest of insurance groups, makes its steady, safe growth assured. May we tell you more about our organization?

## EAGLE INDEMNITY COMPANY 150 WILLIAM STREET NEW YORK

## Income Insurance Specialists

OPPORTUNITIES FOR SALESMEN  
IN FORTY-EIGHT STATES

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Assets over \$250,000.00  
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Ins. Co. of America

Queen Agents from ocean to ocean  
are safeguarding with Good Insurance  
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USE AND OCCUPANCY — RIOT AND CIVIL COMMOTION — PERSONAL EFFECTS FLOATER

# 1880 GOLDEN JUBILEE 1930

OF THE WORLD'S PIONEER IN LIABILITY INSURANCE



50  
Years  
Ago

**T**HREE was not much attention paid to liability insurance. We have carefully searched the files of several insurance journals and even there find little or no mention of the form of insurance originated, fifty years ago, by The Employers' Liability Assurance Corporation, Ltd.

\* \* \*

Today

**T**HE Employers' Liability Assurance Corporation, Ltd., and its affiliated companies, are in the process of finishing what they started. It is an endless task, for there will always be a need for this form of insurance, just as there will always be accidents to workmen, to the public, and to others in the industrial plant or on the premises of the home owner, storekeeper, or the owner of the office building.

Our fifty years experience has taught us this. There is a need for liability insurance. There is a comparatively small amount of this form of insurance sold to home owners and many others whose need for it is great.

Whether or not you are associated with the world's pioneer in liability insurance, or with its affiliated companies, The Employers' Fire Insurance Company and the American Employers' Insurance Company, it is your duty as an insurance man to spread the gospel of this form of insurance. If the American Agency system is to endure, it behooves every insurance man to make sure that his clients at least are adequately protected.

If you are not a member of The Employers' Group family, you can nevertheless fittingly celebrate the Golden Jubilee of the World's Pioneer in Liability Insurance, by selling more of this form of insurance.

The Employers' Liability Assurance Corporation, Ltd. (*The World's Pioneer in Liability Insurance*); American Employers' Insurance Company; and The Employers' Fire Insurance Company, comprise The Employers' Group — 110 Milk Street, Boston, Massachusetts.

## THE EMPLOYERS' GROUP



HAIL AND TORNADO INSURANCE NUMBER-1930

# The National Underwriter

A WEEKLY NEWSPAPER OF INSURANCE

FRIDAY, APRIL 18, 1930



is no respecter of persons or localities  
and

no section is free from its devastating  
force. Do your clients know of and  
understand this coverage? - \* - \* -

Every local agent should sell  
**WINDSTORM INSURANCE**

**THE HOME INSURANCE COMPANY NEW YORK**

CASH CAPITAL \$21,000,000

*Strength*

*Reputation*

WILFRED KURTZ, President

*Service*

# **Additional income for you with very little extra work**

## **10 Reasons Why Agents should sell Accident and Health Insurance**

1. Accident insurance is easier to sell than any other line.
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7. This insurance is a "door-opener" for all lines of insurance.
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9. Enables an agent to build up a permanent income quickly.
10. 80 percent of the business renew automatically.

The strong, varied line of accident and health policies offered by the North American Accident, specialists in this form of insurance for 44 years, will complete your other lines, and broaden the service you can offer your policyholders.

Because there is such an universal need for this protection, accident and health policies can be sold along with your other lines with very little extra work on your part. The compensation is well worth your added effort.

We offer the following policies which fit every possible need:

**Life Income Accident Policy  
Life Income Disability Policy  
Continuous Income Policy (for Women)  
Protection Plus Accident and Health Policy**

Desirable agency contracts are open to salesmen in 48 states. If interested in having us help you increase your income this year return the coupon below.

## **NORTH AMERICAN ACCIDENT INSURANCE COMPANY**

**AN ILLINOIS INSTITUTION**

**209 South La Salle St.      Chicago**

**MAIL COUPON NOW**

George F. Manzelman, Agency Supervisor,  
North American Accident Insurance Co.,  
209 S. La Salle St., Chicago.

Dear Sir: I am interested in completing my present lines and increasing my income by selling accident and health insurance offered by your company. Without obligation please send me information regarding an agency connection.

Name .....

Address .....

City ..... State .....

# • CONTENTS •

## Hail Editorial Comment

Page 3

The 1929 experience of the hail insurance companies and the current hail insurance problems are discussed from an editorial point of view.

## Interpreting General Hail Policy

By James B. Cullison, Jr. Page 5



Courtesy Cravens,  
Dargan & Co.

A very clear picture of the 1930 hail contract is given in this article by the manager of the Rain & Hail Insurance Bureau, which includes the Aetna, North America, Springfield Fire & Marine and allied companies. It is extremely necessary that all hail writing agencies be familiar with the hail policy because of the necessity of giving an intelligent explanation to the assured of the obligation assumed by the company.

## Pretentious Claim Checked

By John Peterson Page 4

The moral hazard always plays an important part in the hail insurance business, although it has been improved greatly in the last few years. Mr. Peterson, who is manager of the hail department of the Great America, touches on this phase.

## The Adjusters' Work Sheet

By Jacob Nelson Page 7

It is highly desirable that the procedure in making hail adjustments be standardized. Mr. Nelson, who is superintendent of the hail department of the America Fore Companies outlines the method that should be employed.

## Adjusting Flax Losses

By G. C. Edwards Page 8

The cardinal rules for adjusting hail damage to flax are outlined by Mr. Edwards, who is assistant superintendent of the America Fore companies' hail department.

## Proper Prospective Needed

By S. K. Bjornson Page 6

Critics, according to Mr. Bjornson, say there is entirely too much of the red color and a resulting blueness in any painting of the hail business. He tells of the importance of the hail business and the high standards of practice which are maintained through

## Hail Insurance Statistics

An interesting compilation of the United States hail experience of stock companies, reinsurance companies, mutuals and the state hail funds is given on page 19. The Canadian experience of hail writing companies is on page 24.

## Windrow Harvester Aids Greatly

By W. G. Studebaker Page 10

It is hoped that the use of the new windrow harvester will greatly reduce hail losses. Mr. Studebaker, who is a member of the Miller-Studebaker Agency in Topeka, tells about the use of this new machine.

## Hail Damage Widespread

By S. D. Flora Page 12

Hail storms occurring in 1929 are reviewed by a United States Weather Bureau meteorologist.

## Cooperation Essential

By L. G. Warder Page 14

The manager of the hail department of the Hartford Fire tells what cooperation has done in advancing the interests of the hail business.

## Hail Association Aids Business

By E. A. Henne Page 16

The Western Hail & Adjustment Association has played an important part in improving the practices of the business. Mr. Henne, who is western manager of the America Fore Companies, is also president of the Western Hail & Adjustment Association.

## Five Season Hail Policy

By T. G. Dahl Page 17

Practically all stock hail writing companies are offering a five-season hail policy which should prove to be a decided aid to wide-awake agents in increasing their premium writing. Mr. Dahl who is assistant manager of the hail department of the Great American, explains this new policy.

## Hail General Agents for 1930

Page 25

General agents representing hail insurance writing companies are given with their representations and territory covered.

## Mutual Plan Impractical

Page 20

The enormous annual fluctuations of hail insurance premiums and losses make the mutual plan particularly unsuited to this coverage. Bad years in the hail business have been too frequent in the past to maintain any sort of an annual average.

## Tornado Editorial Comment

Page 31

Facts, figures and general comment on selling windstorm insurance are viewed by the editor.

## If Your Prospect Doesn't Believe in Storms

Page 38

Small storms account for at least half of the windstorm and tornado insurance losses. They are presented here in a form that emphasizes the need for windstorm protection.

## Great Need for Windstorm Coverage

By S. D. Flora Page 33

A perusal of the record of the windstorms during the last five years will convince most anybody of the great need for insurance protection against tornadoes and windstorms. Mr. Flora, who is a meteorologist at the United States weather bureau in Topeka, gives a very vivid description of the bad storms during the last 5 years.

## Tornado Statistics

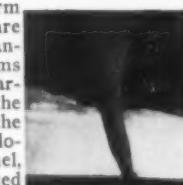
Page 34

Tornado and windstorm premiums increased 4.8 percent in 1929 and the loss ratio was reduced to 34.2 percent. The tornado premiums and losses for the last two years are given in this compilation.

## No Place Safe From Windstorms

Page 32

In selling windstorm insurance agents are often met with the answer that bad storms never occur in the particular section of the country in which the client's property is located. C. A. Donnel, chief of the United States Weather Bureau at Chicago, says there is no area secure from the menace of tornadoes. This is an especially good article for an agent to read who wishes to further fortify his windstorm selling arguments.



# First in the United States

The ST. PAUL was the first stock fire insurance company in the United States to write HAIL INSURANCE through its agents.

**ST. PAUL FIRE & MARINE INSURANCE CO.**  
ST. PAUL, MINNESOTA

Assets \$35,360,166.46

Policy Holders Surplus \$17,694,050.94

*Special Facilities for Hail Writing Agents*

F. R. BIGELOW, President

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5.

Every wage-earner is a prospect.

6.

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7.

This insurance is a "door-opener" for all lines of insurance.

8.

Can be sold to persons without dependents or property.

9.

Enables an agent to build up a permanent income quickly.

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80 percent of the business renewals automatically.

The strong, varied line of accident and health policies offered by the North American Accident, specialists in this form of insurance for 44 years, will complete your other lines, and broaden the service you can offer your policyholders.

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We offer the following policies which fit every possible need:

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**Continuous Income Policy (for Women)**

**Protection Plus Accident and Health Policy**

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The 1929 experience of the hail insurance companies and the current hail insurance problems are discussed from an editorial point of view.

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Courtesy Cravens,  
Dargan & Co.

with the hail policy because of the necessity of giving an intelligent explanation to the assured of the obligation assumed by the company.

## Pretentious Claim Checked

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The moral hazard always plays an important part in the hail insurance business, although it has been improved greatly in the last few years. Mr. Peterson, who is manager of the hail department of the Great America, touches on this phase.

## The Adjusters' Work Sheet

By Jacob Nelson Page 7

It is highly desirable that the procedure in making hail adjustments be standardized. Mr. Nelson, who is superintendent of the hail department of the America Fore Companies outlines the method that should be employed.

## Adjusting Flax Losses

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The cardinal rules for adjusting hail damage to flax are outlined by Mr. Edwards, who is assistant superintendent of the America Fore companies' hail department.

## Proper Prospective Needed

By S. K. Bjornson Page 6

Critics, according to Mr. Bjornson, say there is entirely too much of the red color and a resulting blueness in any painting of the hail business. He tells of the importance of the hail business and the high standards of practice which are maintained through

cooperative effort. Mr. Bjornson is assistant manager of the Rain & Hail Bureau, which includes hail departments of the Aetna, North America, Springfield and allied companies.

## Hail Insurance Statistics

An interesting compilation of the United States hail experience of stock companies, reinsurance companies, mutuals and the state hail funds is given on page 19. The Canadian experience of hail writing companies is on page 24.

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It is hoped that the use of the new windrow harvester will greatly reduce hail losses. Mr. Studebaker, who is a member of the Miller-Studebaker Agency in Topeka, tells about the use of this new machine.

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Hail storms occurring in 1929 are reviewed by a United States Weather Bureau meteorologist.

## Cooperation Essential

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The manager of the hail department of the Hartford Fire tells what cooperation has done in advancing the interests of the hail business.

## Hail Association Aids Business

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The Western Hail & Adjustment Association has played an important part in improving the practices of the business. Mr. Henne, who is western manager of the America Fore Companies, is also president of the Western Hail & Adjustment Association.

## Five Season Hail Policy

By T. G. Dahl Page 17

Practically all stock hail writing companies are offering a five-season hail policy which should prove to be a decided aid to wide-awake agents in increasing their premium writing. Mr. Dahl who is assistant manager of the hail department of the Great American, explains this new policy.

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## Mutual Plan Impractical

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The enormous annual fluctuations of hail insurance premiums and losses make the mutual plan particularly unsuited to this coverage. Bad years in the hail business have been too frequent in the past to maintain any sort of an annual average.

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## If Your Prospect Doesn't Believe in Storms

Page 38

Small storms account for at least half of the windstorm and tornado insurance losses. They are presented here in a form that emphasizes the need for windstorm protection.

## Great Need for Windstorm Coverage

By S. D. Flora Page 33

A perusal of the record of the windstorms during the last five years will convince most anybody of the great need for insurance protection against tornadoes and windstorms. Mr. Flora, who is a meteorologist at the United States weather bureau in Topeka, gives a very vivid description of the bad storms during the last 5 years.

## Tornado Statistics

Page 34

Tornado and windstorm premiums increased 4.8 percent in 1929 and the loss ratio was reduced to 34.2 percent. The tornado premiums and losses for the last two years are given in this compilation.

## No Place Safe From Windstorms

Page 32

In selling windstorm insurance agents are often met with the answer that bad storms never occur in the particular section of the country in which the client's property is located. C. A. Donnel, chief of the United States Weather Bureau at Chicago, says there is no area secure from the menace of tornadoes. This is an especially good article for an agent to read who wishes to further fortify his windstorm selling arguments.



# First in the United States

The ST. PAUL was the first stock fire insurance company in the United States to write HAIL INSURANCE through its agents.

**ST. PAUL FIRE & MARINE INSURANCE CO.**  
ST. PAUL, MINNESOTA

Assets \$35,360,166.46

Policy Holders Surplus \$17,694,050.94

*Special Facilities for Hail Writing Agents*

F. R. BIGELOW, President

*The office of an insurance agent should be of public service to the community*



Founded 1792

### Insurance Company of North America

PHILADELPHIA, PA.

Statement, December 31, 1929

Assets and Liabilities

|              |                 |
|--------------|-----------------|
| Cash Capital | \$10,000,000.00 |
| All Other    |                 |
| Liabilities  | 39,771,549.11   |
| Net Surplus  | 40,337,884.97   |
| Total        | \$90,109,434.08 |

Surplus to Policy-holders...\$50,337,884.97



Organized 1904

### The Alliance Insurance Company

PHILADELPHIA, PA.

Statement, December 31, 1929

Assets and Liabilities

|              |                |
|--------------|----------------|
| Cash Capital | \$1,000,000.00 |
| All Other    |                |
| Liabilities  | 4,326,296.49   |
| Net Surplus  | 4,174,598.10   |
| Total        | \$9,500,894.59 |

Surplus to Policy-holders...\$5,174,598.10



Organized 1923

### Philadelphia Fire & Marine Insurance Company

PHILADELPHIA, PA.

Statement, December 31, 1929

Assets and Liabilities

|              |                |
|--------------|----------------|
| Cash Capital | \$1,000,000.00 |
| All Other    |                |
| Liabilities  | 2,275,984.84   |
| Net Surplus  | 1,809,130.91   |
| Total        | \$5,085,115.75 |

Surplus to Policy-holders...\$2,809,130.91

### National Security Fire Insurance Company

OMAHA, NEBRASKA

Organized 1914

Statement, December 31, 1929

Assets and Liabilities

|              |                |
|--------------|----------------|
| Cash Capital | \$1,000,000.00 |
| All Other    |                |
| Liabilities  | 595,158.57     |
| Net Surplus  | 1,045,014.57   |
| Total        | \$2,640,173.14 |

Surplus to Policy-holders...\$2,045,014.57

## RAIN INSURANCE on Income from Public Events



## HAIL INSURANCE on Growing Crops

**The Weather Is Uncertain—Insurance Is Dependable**

### RAIN AND HAIL DEPARTMENT

JAMES B. CULLISON, JR., Manager  
S. K. BJORNSEN, Asst. Manager

844 Rush Street

Chicago, Illinois

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# The National Underwriter

## *Hail and Tornado Insurance Number*



DECIDEDLY brighter outlook faces the hail writing companies in 1930. For two years the experience was deplorable, the loss ratios being 84 percent in 1928 and 74 percent in 1927, but with the totalling of the 1929 experience the companies left the red behind and made a 39.2 percent loss ratio.

Due to poor crop conditions, especially in the Dakotas and Minnesota, at the time hail insurance was being written, the stock hail premiums for 1929 fell off materially, being \$11,305,732 compared with \$17,549,961 in 1928. The actual decrease was \$6,244,229, 827 stock companies writing \$14,501,703 in hail premiums in 1927, \$13,631,825 in 1926, \$13,728,565 in 1925, and \$9,558,533 in 1924.

The loss ratio in 1926 was 53 percent; in 1925, 62 percent and in 1924, 85 percent. The 1929 loss ratio was the lowest in the last five years.

THE Home of New York led the stock companies writing hail insurance with a premium volume of \$2,028,938 to its credit. It had \$896,232 losses, which makes the loss ratio 44.4 percent. The Hartford came second with \$1,703,160, and \$699,073 losses or a loss ratio of 41 percent.

The St. Paul Fire & Marine was the only other company in the million dollar class, having \$1,067,418 in premiums and \$412,596 in losses or a 39 percent loss ratio. The next seven companies were in the \$400,000 class, namely—the Aetna, Continental, Globe & Rutgers, Great American, North America, Northwestern Fire & Marine and the Springfield Fire & Marine.

REINSURANCE companies writing hail insurance showed an increase of \$463,357 in premiums. The Fire Reinsurance accounted for nearly half

the increase with a \$229,781 gain to its credit. The Inter-Ocean Reinsurance came next with \$667,339 in premiums, an increase of \$192,246 over 1928. The loss ratio was only 16.2 percent. The reinsurance companies had a loss ratio of 43.3 percent compared with 68.2 percent in 1928 and 32.5 percent in 1927.

The state hail funds wrote \$2,102,936 in premiums in 1929 compared with \$4,492,869 in 1928. The 1929 loss ratio increased to 96 percent from 93.7 percent in 1928. The North Dakota state hail fund collected \$1,606,714 in premiums in 1929 against a 1928 total of \$3,967,782.

MUTUAL hail companies also suffered a reduction in premiums, writing \$2,120,590 in 1929 compared with \$3,442,288 in 1928. The cooperatives also reduced their loss ratio from 68.5 percent in 1928 to 50 percent in

### A Text Book on Hail Insurance

*This issue of THE NATIONAL UNDERWRITER is a text book on hail insurance and should not be thrown away but preserved and used by hail writing agents for future reference. Authoritative articles are contained in this issue written by men active in the hail insurance business and in many cases by members of the special advisory committee of the Western Hail & Adjustment Association. Practically every phase of the hail insurance business is covered in this number in a detailed but interesting manner.*

*The majority of these articles are based on talks given before the recent hail conferences of the special advisory committee of the Hail Association. The meetings, which are annual affairs, are attended by local agents, field men, adjusters and managers, and are widely heralded for their educational value.*

*There is a wealth of educational material in these pages which it is impossible to digest at one sitting. The articles should be pondered over and the readers should familiarize themselves with these explanations of the hail insurance policies, the making of adjustments and underwriting policies. Every hail writing agent should endeavor to have a complete understanding of the hail insurance business because of its somewhat technical nature.*

*Readers should keep this issue of THE NATIONAL UNDERWRITER in their libraries as a hand-book on hail insurance.*

1929. The Farm Mutual Hail of Iowa led the cooperative carriers with \$913,692 in premiums.

The Canadian hail experience in 1929 was similar to that in the United States, the companies losing in premium income but benefiting by a reduced loss ratio. The premium in 1929 amounted to \$3,709,197 compared with \$7,324,114 in 1928. The 1929 loss ratio was 28 percent compared with 100 percent or over for the two previous years.

COOPERATION is essential in the hail business and all those in it should give it their undivided support. This is especially true of field men in larger companies because the success of the company is the most important thing of all and what is accomplished by it depends upon the results gained by all the departments in the organization.

The hail business has its peculiarities and an outstanding one is its technical adjustments. In this respect it is desirable that the agent and the field men back up the hail adjusters and take their side in any misunderstanding as to the amount of settlement.

THERE are a multitude of problems that are involved in making adjustments and hail adjusters are particularly trained for that kind of work and should receive the utmost confidence of the field men and the agents. Adjusters are more and more following definite methods in their work and as this standardization progresses the assureds are recognizing that hail adjusting is not just guess-work but a fair, intelligent and accurate procedure.

Hail departments demand the support of agents and field men because of the immense liability the companies assume in writing hail insurance. For the benefit of the business as a whole it is necessary that all cooperate with all departments.

# Contentious Claims Checked Within Recent Years

**Companies Wish to Ascertain  
Actual Damage and Pay for It  
—Moral Hazard Considered**

By John Peterson  
Hail Manager, Great American

SEVERAL years ago moral hazard became so noticeable in the hail business that in some localities it was almost impossible for the companies to operate, and the business needed to have closest attention by the companies. That is now largely eliminated and, in fact, about the only way in which it has been noticeable in the last few years is that some agents and insureds seem to take the position that it is regular to disregard the application and write insurance after a sizeable loss had occurred in a previous storm. The application sets up in bold face type, intended to be noticeable to the insured and agent, a warranty that the crop had not been hailed upon previously. The application reads as follows:

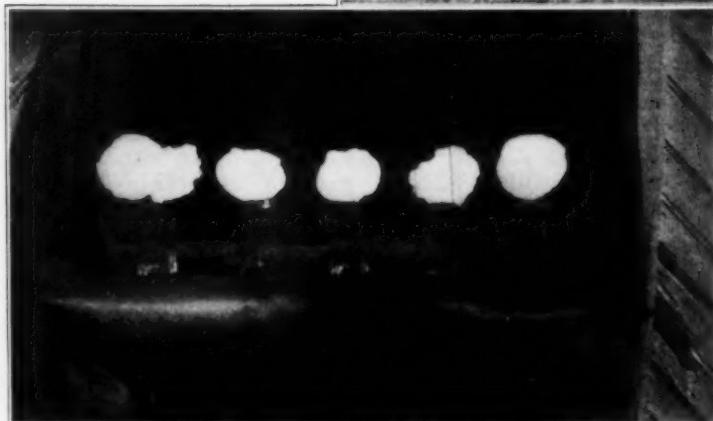
"That the crops upon which insurance is applied for have not been hailed upon previous to the time of the signing

HOWEVER, this warranty in some cases is misinterpreted and a few of the agents and insureds seem to think that they are the judges as to whether or not the crop was damaged. They possibly had no intention of misleading or defrauding the company, but would write the insurance without giving notice to the company of a previous storm on the farm. On the other hand, we actually find some instances where the insured and agent conspired with intent to defraud, knowing at all times that the crop had been severely damaged, and did write the insurance without any notice to the company, either waiting due time for the second storm to occur or reporting a loss by changing the date of the storm to suit conditions so that the policy would appear to be in effect.

The offending parties have met with little success in the last few years, and in most cases were penalized to some extent, probably so much that they will be stopped in the future from attempting any further irregularities of this kind.

WE now have so many different ways of reporting or checking up on a storm that it is very easy for an adjuster to determine whether the application was written in sufficient time before the storm occurred. We hope in the near future matters of this kind will be so closely guarded against that there will be no payments made to unscrupulous people who attempt to raid the companies in that way.

We can not lay the entire blame upon the public for attempts of this kind, inasmuch as several years ago the companies made little or no attempt to check up on storms, and in fact a great many of them would write insurance, intending to cover the residue of the crop by deducting the amount of



These hail stones fell at Potter, Neb., and are believed by weather bureau officials to be the largest found anywhere in the world of which there is an authentic account. Some of them were 17 inches in circumference and weighed a pound and a half. They are shown resting on 10-ounce tumblers. The terrific velocity with which they fell caused them to make a hissing sound and they completely buried themselves where they struck in soft ground.

of this application."

the first storm, but they soon learned that such a method would be impossible and impractical and found that in the case of a second loss they paid for storms which occurred both before and after the policy was written.

I BELIEVE that as yet agents are not fully instructed by our special agents. In fact, I believe they should spend more time with an agent, going over the conditions pertaining to the writing of business, and fully explain all matters involved in the adjustment of a loss. If this suggestion should be earnestly carried out by company field men I am of the opinion that difficulties heretofore experienced would be almost, if not entirely, eliminated. With this information and knowledge of the business, the honest agent will report the conditions existing in his community to the company before attempting to write insurance on crops previously damaged. If the agent has and does not present this information to his com-

This northwestern Kansas wheat field was waist high before it was riddled by hail. The wheat, which was dead ripe when the storm occurred, was practically all beaten down. Many of the straws were broken, the heads falling on top of the mass of straw lying on the ground, some of them being worked into the ground. Where the man is standing the loss was 18 percent, but in the parts of the field where the wheat was lighter the loss ran as high as 45 percent. (Courtesy W. G. Studebaker)

pany before writing the business, he places himself in an embarrassing position should a loss occurring less than helping to "put over" a claim that in the interests of the public as well as the company should not be paid.

SOME insureds have gained the impression, probably from the actions of some adjusters, that anything they could get out of an insurance company was proper, regardless of how they obtained it, and some adjusters have left the impression that they were on the farm for the purpose of adjusting the loss at the least possible dollar regardless of the loss. Both ideas are erroneous and immoral. All insurance men should be careful to leave no such impression.

It is the wish of the companies to ascertain the actual damage and then pay it. We have no thought of attempting, at any time, to settle a loss for less than the actual damage and our contract liability, and any man in the employ of a company that would attempt to settle a loss for less should be severely reprimanded. He is disgracing the business he is hired to serve. The better class of agents and insureds such as we care to do business with will support this contention.

WE must conduct our activities in such a determined manner of correctness that the public will have no doubt as to our earnest attempt to be fair, so that when fraud is attempted we feel we will be able to receive justice in any court. We have every confidence in the court and jury, providing we have a case and properly present it. It is commonly known to them that any attempt to collect from the company under a fraudulent claim reacts; money so paid out is considered in the final figures when promulgating rates and the people in that immediate locality share in paying the cost.

Many hail underwriters believe that hail insurance can be written in any locality if the hazard alone is considered, but as it now exists there are a great many localities unable to procure insurance due to hazard other than hail. Unfairness on all sides must be entirely eliminated. Reduced rates depend on and will follow such treatment of the companies by claimants, while an unfair agent or adjuster will not be tolerated.



Here is a tobacco crop which has fared badly in a hail storm. (Courtesy Hartford Fire)

# Interpreting the General Hail Policy for 1930

By James B. Cullison, Jr.  
Manager Rain & Hail Insurance Bureau, Chicago

**H**AIL insurance on growing crops under the 1930 general form policy in use in Montana, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma and Minnesota is written by filing with the company an application for such insurance. Local agents cannot bind the risk except in accordance with the terms of the application. Therefore, all local agents must thoroughly understand the conditions of the application in order to properly explain to the prospective insured the nature of the contract (policy) and to properly protect the interests of both the applicant and the company.

The application must be made up in duplicate, properly filled in, showing all information required and signed by both the applicant and the local agent. Both the original and duplicate applications must be mailed to the policy-writing office of the company, as the duplicate application is attached to a skeleton policy and forms a part of the policy (contract) and the original application is retained by the company for its files.

The application provides that the insurance becomes effective beginning 24 hours from the hour and date of the actual signing of the application by the applicant and the local agent and is held bound under a special agreement until 24 hours after receipt of the application by the company at its policy-writing office, during which time the company will either complete the contract by issuance of a policy, or reject the application by telegram or registered mail sent to the applicant at his address as shown in the application. If rejected, the insurance, under the special agreement, terminates immediately upon the telegram or registered letter reaching the telegraph office or the post office at the town given in the application as the applicant's address. If a policy is issued the insurance becomes effective in accordance with the conditions of the contract as stated on the front of the application and under the "Stipulations and Conditions" stated on the back of the application.

**LIAIBILITY LIMITS AMOUNT PER ACRE**—Paragraph 13, "Stipulations and Conditions," provides that total insurance on the full interest in a crop shall not exceed the following limits: On all crops other than vine, truck, vegetable, tobacco and fruit crops, \$24 per acre on non-irrigated land, nor to exceed \$36 on irrigated land, nor to exceed \$100 per acre on vine, truck and vegetable crops. (Companies also limit the amount of insurance which may be carried on tobacco, berry and fruit crops by special instructions given to agents in the rules and rates as shown on the rate card.)

Persons owning only a partial interest in a crop can insure for only the pro rata part of the limit permitted.

**TREE FRUIT, BUSH FRUIT, GRAPES, STRAWBERRIES, VINE FRUIT, BEANS, VEGETABLES**—Paragraph 3 provides that if the insurance covers tree fruit, bush fruit, grapes and/or strawberries there shall be no liability for damage to the trees, vines, leaves, bushes, plants, blooms and/or blossoms, as the insurance on such crops indemnifies only for damage from hail to the fruit, and if the insurance covers vine fruits (other than grapes and strawberries), beans, vine vegetable crops and/or vegetable crops, there is no liability for damage to blooms and/or blossoms, and the company is liable only for loss or damage to vines, plants, bushes or leaves to the extent that such damage shall affect the product thereof.

**CORN**—Paragraph 4. Insurance on corn does not take effect until at least 75 percent of the plants have formed the second joint above the ground and said second joint is clearly visible from an outside inspection when the outer sheath is removed. The insurance covers only the damage to the grain product of corn, and if the leaves or stalks are damaged by

hail the company is liable only to the extent such damage affects the grain product of the corn plants. When the grain reaches the dough stage the liability for damage to leaves or stalks terminates but the company is still liable for damage by hail to the grain crop up to time of expiration date of the policy. (Sept. 15 on corn.)

**SMALL GRAIN AND FLAX**—Paragraph 5. On grain crops, other than corn, no liability attaches until at least 75 percent of the plants have jointed, and on flax no liability attaches until at least six leaves (in addition to the original two seed leaves) have been borne by at least 75 percent of the plants.

**BEANS, SUGAR BEETS AND COTTON**—Paragraph 6. Analyzing this clause, it will be observed that it connects up with the question asked

curs during the period 15 days after the crop is up to stand and 30 days after the crop is up to stand, then such percentage would be applied to only two-thirds of the insurance provided for in the face of the policy.

(e) Next it must be observed that the clause provides that the liability of the company expires on cotton when the crop matures and also states that cotton shall be considered as mature when the boll opens.

**EFFECTS ADJUSTMENTS**—(f) And finally the clause provides that upon the payment of any loss, the amount of insurance on each and every acre shall be reduced in the same percentage as is the ascertained gross percentage of loss by hail to such crops. This is a very important clause and is frequently misconstrued by adjusters. For illustration: Should a loss occur during the stage of growth from the time the crop is up to stand and the first 15 days thereafter and it be found that the ultimate production had been reduced 50 percent and the insured was carrying \$30 per acre, it is necessary first to reduce the insurance to \$10 per acre and apply the 50 percent damage thereto, and accordingly the insured would be paid a damage of \$5 per acre; but his insurance would be reduced 50 percent, that is, he would only have remaining insurance in the sum of \$15 per acre.

This condition in the contract is entirely fair to both the company and the insured, for it must be remembered that a crop, when the insurance is placed, is considered a 100 percent crop covered by 100 percent insurance, and if the crop production is reduced 50 percent there would be only a residue of 50 percent of the crop on the ground; therefore, only 50 percent of the insurance should remain in effect.

**WINDROW-HARVESTER**—Paragraph 6-A. This clause provides that if wheat is cut before becoming overripe with a Windrow-Harvester (a machine commonly manufactured and sold under that name on account of the method of cutting and placing the crop in a windrow to be picked up at a later date with a combine harvester and threshed), the liability of the company shall be extended to cover shatter loss only by hail to the wheat while in the windrow for a period of ten days from date of cutting, but in no event beyond the expiration date of the policy as applying to wheat.

**WHEAT** only is covered under this clause, and then only when windrowed with a standard machine manufactured and sold for that purpose. Wheat cut with a make-shift machine, a binder, or a header and placed in a windrow would not be covered while in the windrow.

**MINIMUM LOSS—DAMAGE NOT COVERED**—Paragraph 14. Analyzing this paragraph, it will be observed that there are five conditions under which there is no liability on the part of the company.

(a) The company is not liable unless the damage from hail equals or exceeds 5 percent of the particular crop damage.

This condition is necessary in the policy in order to do away with the filing of frivolous claims, where the expense of the adjuster in inspecting the crop would really amount to more than the claim; and where the grower has really suffered no appreciable damage.

(b) The company is liable only for such damage as is directly traceable to hail.

**THIS** means that the company is not liable for consequential damage, nor what is commonly termed "invisible" damage. In other words, the company is liable only for direct injury to the physical crop, or what is commonly called "mechanical" injury done to the plants by hail.

(CONTINUED ON PAGE 28)



JAMES B. CULLISON, JR.

on the front of the application where the insured state the date that the specific crop of beans, sugar beets and/or cotton was up and showed a stand, and really the clause must be divided into six parts in order to clearly understand same.

(a) The crops must really be up and show a stand or no liability attaches.

(b) After the crop is up and shows a stand no liability attaches for damage to stalks, leaves, squares or blooms, except as such damage from hail may affect the making of the ultimate crop and the company, in that case, is only liable to the extent that the product has been affected.

(c) It must be observed that no liability attaches for damage to stalks, leaves, squares or blooms after Sept. 15, and that no liability attaches on cotton prior to May 15 of the current year.

**LIABILITY BY PERIODS**—(d) The clause also provides that during the 15-day stage of growth from the time the crop is up to stand, only one-third of the liability attaches; while during the 15-day period 15 days after the crop is up to stand and 30 days after the crop is up to stand, two-thirds of the liability attaches, that is, if a storm should occur during the time that the crop is up to stand and the first 15 days thereafter, the percent of ascertained physical damage to the plants or the making of the crop would be applied to only one-third of the insurance and the loss determined accordingly; while if the storm oc-

# Proper Perspective of Business Needed

*By S. K. Bjornson*

Assistant Manager Rain & Hail Insurance Bureau

**W**E have often heard the saying that "familiarity breeds contempt." Whether that is true or not, familiarity often causes a lack of appreciation and distorts our judgment of the things that we come in contact with each day. Being too close to a particular condition often blurs the image which the mind must form in order to arrive at an intelligent understanding.

When looking at a large painting it is necessary to stand a considerable distance away from it in order to get the right perspective. If a person stands too close the result is a meaningless blur of colors with possibly only one incorrect detail visible. Such a view would leave him entirely incapable of passing any judgment upon the work as a whole; in order to do that, proper training and perspective is necessary.

**F**OR that reason it is possible that the members of the advisory committee of the Hail Association may see things in the agents' picture that have escaped his observation. For the same reason the agents undoubtedly in turn will be able to see and point out things in the local agents' picture that the advisory committee has not previously observed.

A painting of the hail business would necessarily have to employ more red and possibly blue colors than any other. Nevertheless, the picture should not be judged entirely by those predominating features alone. Fortunately, there are other details that merit consideration and offer considerable hope to those whose livelihood depends upon the success of hail insurance.

By gaining a proper perspective of the entire picture—the business as a whole—many things may be found that are subject to criticism. Many details, and in some cases even the principal characteristics, will have to be changed and retouched before the results will be a harmonizing and pleasant combination and still be a true portrayal of the artist's conception.

**I**N the case under discussion, as has been mentioned, the critics say there is altogether too much of the red color and a resultant blueness among the artists. True, the finishing touch is a gold which radiates some hope. That scheme will have to be carried further before the critics are satisfied. The entire painting will have to be retouched before it can be passed and accepted as satisfactory.

In this painting there are some sections that need but little, if any, attention except that care must be exercised that we do not spoil them in working on the rest of the picture. There are numerous localities where the business is satisfactory. In those areas we must be careful to conserve that condition.

On the other hand, there are areas and localities where the painting has to be retouched and in some cases entirely done over. That work can only be done by the local agents under the direction of and in cooperation with the critics who are the various repre-

sentsatives of the company.

**N**OW this painting that we have to deal with and how it is to be done is so large that no one man nor set of men can do the work alone, and, in order that the result may be what is hoped for, all who are interested and all who are going to have a hand in the work must have a full knowledge of what is needed. They must have an opportunity to see the picture as it now is and be told what changes are to be made and why they are necessary. In areas where no changes are necessary, those who did the work originally must know that changes are being made and why they are being made. That will perhaps serve as an accessory to further exactness on their part so they will avoid the errors made by others.

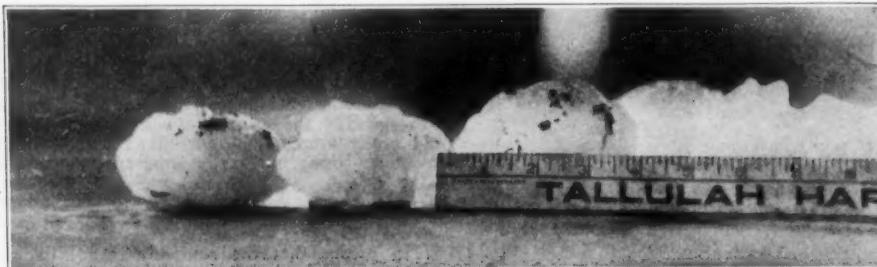
A better understanding of the hail business is necessary to secure a greater degree of cooperation. The necessity for that understanding and cooperation extends to all employees of the companies. It is not restricted to those who are actually entrusted with the writing of the business and the adjustment of the losses. The hail department is a part of a company, and every company is earnestly endeavoring to maintain that part of their business. It is an important adjunct to the whole. It is entitled to loyalty and support in the same manner as the company is entitled to the loyalty of all employees.

**T**HE local agents produce the premiums. It is unfortunate that in years past they have been left with the impression that volume of premiums was their sole obligation. It will be a bit difficult and in some cases even a bit embarrassing to go to those agents and try to sell them a new viewpoint, but it will have to be done and the time to begin is here.

The local agent will usually reflect the viewpoint that we have given him, so if he is wrong we will in most cases have ourselves to blame. It is now our obligation to him to give him facts and figures in support of what we are trying to do, to prove to him the necessity which exists and which has to be met if we are to be successful. We must give him a chance to see the entire picture in the proper perspective, rather than looking at only the small portion of the whole which any one locality represents.

**T**HE field men should carry to the local agents the gospel that this committee is endeavoring to teach. Give them the reasons for its necessity and an opportunity to sell themselves the proposition that hail insurance is the same as any other business, in that income must at least be equal to the outgo if it is to endure. In order to do this the field men must know enough of the business to at least talk about it intelligently and know the whys and the wherefores for what is being done.

One of the surprising things which has been brought out in the past is that only a small proportion of the field men have actually read the hail policy. For a special agent to try and sell hail insurance to a local agent or for an adjuster to adjust a loss without knowing the contents of the policy contract seems a good deal like a merchandise salesman trying to sell his wares without samples and without ever having seen a description of what he is trying to sell.



These masses of ice fell at Tallulah, La., in April, 1929. Some of them, according to authentic reports furnished the United States Weather Bureau, measured 4x4x6 inches. They remained on the ground a good while after the storm had passed in spite of the heat of an April day in Louisiana.



The peach crop shown here was totally destroyed by hail. Notice how the bark of the trees is split and punctured, requiring the tree to be trimmed back and rehabilitated, as shown below.

have to be withheld. Experience figures are available to justify the rates charged. Experience justifies, and makes necessary, many restrictions in the policy contract. Experience indicates that certain territory and even certain individuals have been too unfortunate in the past. Those things are backed by facts of past experience.

**I**n order to bring about lower rates and a more liberal contract, the experience figures must reverse themselves. That is not impossible and, in the minds of some, not improbable. Careless supervision or no supervision at all has resulted in abuses that many localities are now paying for in the way of high rates, restricted coverage and, in some cases, not being able to secure any hail insurance at all.

Most people do not miss the sunshine till it has gone. Localities do not miss hail insurance until it cannot be secured. There are today large areas where hail insurance is not available to the growers. The effects are far-reaching. They are felt not only by the local banks and merchants, but even machine companies—the companies who furnish and build and sell the machinery which is necessary to any crop production; and 95 percent of which, as you know, must be sold on credit, have found that the risk is too great and have found it necessary in the protection of their own interests to cease the granting of credit to growers without adequate and dependable hail insurance. Such a condition is serious and as much regretted by the companies as by others, but conditions became so impossible that no other solution was feasible for the time being. No field man wants to find that condition in his own state, and certainly is not wanted by any local agent.

**T**HE field men should carry to the local agents the gospel that this committee is endeavoring to teach. Give them the reasons for its necessity and an opportunity to sell themselves the proposition that hail insurance is the same as any other business, in that income must at least be equal to the outgo if it is to endure. In order to do this the field men must know enough of the business to at least talk about it intelligently and know the whys and the wherefores for what is being done.

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# The Adjusters' Work Sheet

By Jacob Nelson

ONE of the most reprehensible features in connection with hail adjustment procedure in the past has been the variation in methods used by different adjusters. Until quite recently, no insured has known definitely how his loss would be adjusted and, after observing the different methods of approach and the very marked discrepancy in the awards made by various men in the same fields and under the same conditions, the average farmer has concluded that a hail adjustment is just a guess at the best and naturally considers his guess as good as that of the adjuster. That impression unfortunately prevails not only among farmers, but among some agents and company men as well and can only be removed by the adoption of uniform practices among all adjusters.

There has been a decided improvement in adjustment methods during the past four or five years, but we have not yet attained perfection and this article is written to stress the importance of similarity in hail adjustment procedure and a proper and comprehensive record of conditions found in each field inspection.

**B**EFORE proceeding to make actual tests for damage in the fields, the adjuster must determine positively that all circumstances in connection with the loss are regular. To assist him in this respect, a form has been devised which is called "The Individual Loss Report." It has quite often been facetiously termed "The Yes Sheet," because adjusters have been prone to regard it lightly and, in too many instances, the answers to most of the questions have been "yes," thereby indicating that little or no effort has been made to develop all of the information required therein.

If all losses were regular and honest, a preliminary investigation would not be necessary, but, unfortunately, numerous attempts are constantly being made to perpetrate fraud upon hail writing companies. The percentage of fraudulent claims is small—probably not over 5 percent—but that 5 percent is responsible for about 90 percent of hail adjustment difficulties. An adjuster, therefore, who does not utilize to the fullest extent the "Individual Loss Report" as an aid to the detection and prevention of fraud, is not doing his full duty to the company he represents.

**T**HE adjuster, by using the section and township plats on the reverse side of the report, should first determine that he is on the field covered by the policy. He should find out if the insured actually signed the application and loss notice and if not, why not. He should ascertain that the field or fields contain the exact number of acres insured and, if not, the remedy may be found in Clauses 17, 18 and 19 of the policy contract. He should ascertain beyond a reasonable doubt that the insured has legal title to the crops insured and that his percentage interest therein is correctly stated in the application. He should question the insured very closely as to additional insurance on the same property.

The most important points to determine are the exact date and hour of the storm, the commencement of liability under the policy and whether or not the crops were hailed upon previous to the time that application was signed. Investigation of fraud or attempted fraud under hail policies has developed the fact that in most instances application for insurance was taken after the storm occurred. This nefarious practice must be entirely eliminated from the business for the protection of honest farmers as well as the companies themselves. Excessive loss ratios, whether caused by



JACOB NELSON

**A**S manager of the hail department of the America Fore and a member of the special advisory committee of the Hail Association, Jacob Nelson's attention has been directed particularly to the adjuster's work sheet. In this article, which is the substance of his talks to the adjusters on his field trips, he explains in detail the use of this work sheet and the reason for its adoption. The advantage of uniformity is clearly brought out and how it is effected by use of this new work sheet is interestingly shown. This discussion gives the adjuster detailed directions as to the use of the sheet and the proper handling of adjustments to the satisfaction of all parties interested.

legitimate losses, improper adjustments or fraudulent claims, are always reflected by an increased rate which places an unjust burden on the honest farmer and consequently has a detrimental effect on our business.

**I**T IS therefore absolutely necessary that the adjuster develop all of the information required by the company before proceeding further with the ad-

mand, the expenses connected with the investigation of the claim. Expense bills should be filed whenever a contentious claimant is met and a full and complete special report should be made on such cases.

**A**SSUMING that the preliminary investigation has developed no irregularities, it must be remembered that the percentage of hail loss found in the fields must be applied to the amount of insurance carried only if the crops are worth as much as or more than the insurance written per acre. If the crops are worth less, the adjuster must determine the sound value of the crop at the time hail occurred and apply the percentage of damage, by hail only, to such ascertained and agreed value of the crop. If there are no irregularities and the crops insured are worth as much as or more than the amount of insurance carried, the adjuster will then proceed to the field and ascertain the percentage of crop damaged or destroyed by the peril insured against which is hail and hail only.

**T**HE hail policy is a percentage policy and the loss must be determined by applying the percentage of straws, plants or individuals destroyed to the amount of insurance carried, provided such insurance does not exceed the value of the crop destroyed.

What is percentage? It is defined in Webster's dictionary as a part or proportion of a whole. How can it be determined? By dividing the number of individuals on which percentage is desired by the total number comprising the whole. Any other method of arriving at percentage is erroneous and should be avoided if the integrity of our contract is to be maintained. For convenience sake, we use the arbitrary figure of 100 as the whole and consequently the number of individuals in 100 that are totally destroyed represent the percentage damage. However, one count or test in a field does not reflect the damage over the entire field with accuracy, but the more tests you make the more accurate the average will become. As a rule, an adjuster should make no less than five tests in an ordinary sized field and a great many more in larger or irregularly shaped fields. That is a matter which must be left to your good judgment and common sense.

(CONTINUED ON PAGE 20)

## GENERAL INSTRUCTIONS

**S**eparate tests must be made for each kind of crop and for each separate field of the same kind of crop. When it is found necessary to divide a field tests must be made in each portion. Use two or more Hail Loss Work Sheets if necessary. Care must be exercised in making this report to show on the diagram the field or fields adjusted or inspected. Designate on the diagram with the numeral of the test number the location where each test was made. In case of second loss tests should be made as nearly as possible in the location where tests for fire loss were made. This report must be made up fully and carefully in every instance where any loss is present, even though no award is made. State on back of Work Sheet any fact or unusual circumstances affecting this claim.

If the awarded loss and damage does not correspond to the results of the tests the reason for such difference should be stated. When crops are not far enough advanced, or for any other reason tests cannot be made, then such reason must be stated.

This report must in all instances be properly filled in, signed by the adjuster and by the insured and attached to the loss papers. Draft will not be issued unless this report, signed by the adjuster and by the insured, is received. Use separate sheet for each loss and policy.

## SMALL GRAIN LOSSES

Hail losses to small grain crops will usually be caused by breaking of the stalks and in extraordinary cases by shattering or shelling out of the kernels from the head. In figuring loss on ripe grain crops the heads, even though the stem is broken, if the heads can be salvaged during the course of usual harvesting operations, must be figured as salvage and all such salvage must be deducted from the gross breakage in order to determine the net breakage loss.

e. g. 40 broken straws—10 ripe heads can be salvaged—Net breakage loss would be 40 minus 10 or 30 percent.

If shatter loss, caused by hail, is found to be present, the percent of such loss must be arrived at by count, and if by count in the head, deduction made for shatter or broken straws which cannot be salvaged as well as shatter from other causes, for a 100 percent loss has already been allowed on every broken stalk which cannot be salvaged.

e. g. Gross shatter loss 5 percent—Deduct percent shatter on broken straws 1.05 percent—Deduct shatter by causes other than hail 1 percent. Net shatter by hail would be 5 percent minus 1.05 percent minus 1 percent or 2.95 percent.

Where shatter loss is arrived at by ground test, the percent of shatter loss so found must be applied to the sound crop remaining after deducting allowance for breakage. Thus, if breakage loss of 21 percent has been allowed and the ground test indicates a 4 percent shatter loss, the 4 percent shatter loss must be applied to the 79 percent crop (arrived at by deducting breakage loss on which total loss has been allowed, from the whole crop) and the result, which would be 3.16 percent shatter loss plus the 21 percent breakage loss or a total of 24.16 percent would be the total percent of hail loss in the field.—From Covers of Work Sheet.

# Points to Consider in Adjusting Hail Damage to Flax

By G. C. Edwards

Assistant Superintendent Hail Department America Fore Companies

**T**RACING the life history of the flax plant we find that there are stages of growth and development when it may be considered in a class with the most tender of plants. At other stages it is one of the most hardy of growing plants. The breaking off or freezing of the seedling plants while in the cotyledonous or two leaf stage, is always fatal; while a cutting or breaking off above the cotyledonous leaves, except in the way of a certain amount of set-back, does not interfere with future developments. At any time during the green, or growing stage, the flax plant will shoot straight up or develop a branching effect. Prior to the time of fibre formation the young flax stems are more or less of a simple pulp formation, and at this time are readily bruised or broken off by any mechanical action or the gnawing or biting of insects. Later, as the flax fibre forms about the stem, the more mature plants develop a willowy hardness which, compared with the small grain crops, is very resistant to mechanical damage.

**U**NDER our present policy contract no liability attaches on flax until 75 percent of the plants bear six leaves in addition to the two cotyledonous, or seed leaves.

Returning then to the question of hail damage to flax following the eight leaf stage, and including the two cotyledonous leaves, it appears that the adjuster in determining the extent of damage to the young plants broken off above the cotyledonous leaves must decide whether or not these plants will develop bolls and mature the flax seed in time to be harvested with the balance of the crop not so damaged. In considering the broken stem damage it will be seen then that at any time during the green or growing stage the flax plant has inherent ability to send out the new branches or shoots, and, as stated, it is just a question as to whether or not time remains in which to develop mature seed, differing from the small grain crops such as wheat, barley and oats, in that a clean stem break on the latter usually means a total loss in so far as the particular plant so damaged is concerned.

**F**LAX, like the small grain crops, must have reasons for shattering. Included in these are wind, over-ripeness, disease, insects and, of course, hail. The typical structure of the flax plant as to branch

construction and ball-like shape of bolls cause it to be more susceptible to certain types of wind damage than many of the small grain crops whose straight line, single stem development is not so susceptible to entanglements and consequent breakage. The flax stems and branches bearing the bolls in the course of being threshed about in a strong wind naturally interlock, and in pulling apart result in numerous bolls being pulled off and dropped to the ground. However, on careful inspection it is usually quite possible to segregate the wind damage from the actual hail damage. In any case, when the major damage has been wrought by hail, evidence to this effect will not be lacking, except occasionally in the case of very ripe flax having been hit by an exceedingly fine hail.

Where the shatter damage has been caused entirely by hail you will find almost invariably that a large percentage of the breaks are in the crotches, or points where the branches angle off from the stem proper; while in the case of wind shatter, in the absence of hail you will find comparatively few of these crotch breaks.

**W**HETHER or not we have reached a satisfactory decision as to the extent of shatter damage caused by hail, we must in any case determine the actual percentage of bolls that have been knocked off and dropped to the ground. This may be worked out in several ways. A direct count of bolls remaining, together with the count of spikelets with bolls missing, may be used; or we may follow a drill row, getting the average number of bolls on 100, or a multiple of 100, plants and then count the bolls on the ground to arrive at the percentage. For example, we say the flax is planted in 6-inch drills, and 100 plants take us up the row 3 feet, then to get the percentage of shatter we count the bolls on a 6-inch area for a like distance of three feet. Say that the 100 plants designated average ten bolls each, or a total of 1,000 bolls, and we find that there are 200 bolls on the ground—this would give us a 20 percent shatter loss.

**W**HEN the direct count on individual plants is used the question may come up whether or not a flax boll grew on a certain spikelet. It is true that flax, like any other flowering plant, does not develop seed with each and every blossom sent out. For example, we have on apples what is known as the "June Drop," which takes place two or three weeks after the fruit sets, and results in one-half to two-thirds of the fruit falling off; and when we stop to consider that only about 25 percent of the blossom clusters set fruit, it cuts down to where only 6 percent of the apple blossoms actually make fruit; and likewise in the case of flax, every blossom does not produce a boll of flax; and even after the bloom becomes fertilized and fruit or seed development starts, any injuries such as frost, disease, or insect sting, may stop further growth at any stage. In most any flax field it is possible to find a certain percentage of these undeveloped bolls.

Due to the fact that various diseases and insect injuries leave similar types of damage, it is not always possible to specify the particular injury that accounts for missing bolls. Nevertheless, when flax reaches the stage when bolls are well developed, the fibre around the stems is also developed, so that in case of direct hail damage to stem and fine spikelets attached to the bolls, there is invariably a certain amount of tell-tale shredding and stripping of fibre, seldom in evidence where the cutting or breaking off

has been caused by the biting or gnawing action of insects, or the gradual destruction or withering caused by disease. While it is possible for hail to damage the bolls direct at most any stage of development, as has been heretofore stated, fine hail on exceedingly ripe flax may shatter and shell the bolls, leaving little or no evidence on other portions of the plant. Nevertheless, it is safe to assume that any appreciable damage to bolls at any time during the green stage will be accompanied by unmistakable evidence on other portions of the plant.

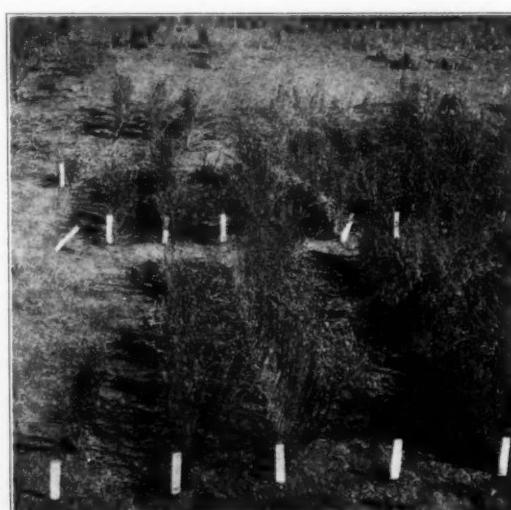
**T**HERE are numerous causes other than hail which may bring about discoloration and disintegration of the protective tissues of the flax boll. For instance, a light frost will sometimes cause a dark spot to appear on the upper and outer portion of the boll, which, without very close inspection, may appear very much like hail bruises. Insect stings and diseased areas may give a similar appearance.

In using the direct count on individual plants in connection with shatter loss the adjuster may be satisfied in his own mind in regard to the original number of bolls on a certain plant, but unless the assured and he are in accord there is always a chance for delay in arriving at a satisfactory settlement, so that it is often necessary to fall back on the ground count. It is always safe to assume that bolls missing from the plant must be on the ground, and should the assured insist that there were bolls on a certain spikelet, when it was questionable in the mind of the adjuster, and where none could possibly have developed, he is simply hurting his own cause by adding to the original number of bolls on the plants, consequently lowering the ultimate percentage, since the bolls on the ground must necessarily represent

(CONT'D ON PAGE 18)



Flax wilt shown here affects plants throughout the growing season, killing them at any stage. (North Dakota Agricultural Experimenting Station Photo)



(Above) This is flax on wilt-sick soil which failed to resist the disease.  
(Below). The effect of heat canker on flax is shown here. (U. S. Dept. Agriculture Photo).

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# Windrow Harvester Aids Greatly in Reducing Hail Losses

By W. G. Studebaker

Miller-Studebaker Agency, Topeka

**G**RAIN was first harvested by being pulled by hand. The earliest prehistoric harvesting implement was a curved blade of flint. Then came the primitive sickle of bronze or iron. Following this was the sickle of steel with a sharpened or serrated edge. Next they used the scythe. About the year 1812 appeared the grain cradle which enabled the cradler to cut from two to four acres of grain per day.

The first horse drawn reaper was used in 1834, which was called the reaping machine. These machines were improved upon until the self-rake made it possible to lay the grain in piles to be bound by hand. About 1875 the first successful self-binder came into use. Following that came the header and the combine, and now the latest improvement to come into use is the windrow harvester, swather or windrow header.

This method of curing small grain in windrows and threshing it by a harvester-thresher, or combine, developed largely as a supplement to straight combining, promises to be a great boon to the modern-day farmer who wishes to harvest the highest grade of grain possible under a variety of conditions and at lowest possible cost.

**T**HE difficulties of harvesting the straight combine way are considerably increased where grain ripens unevenly or quantities of green weeds are present at time of harvest. It is difficult to separate some kinds of green weeds from the grain. The presence of pieces of green weed, green weed seed, or unripened grain in the threshed grain increases the moisture content and tends to cause heating in storage unless grain is stored in specially ventilated bins or artificial drying is resorted to. This new windrow method of harvesting in connection with the use of the harvester-thresher equipped with pick-up device enables the operator to get away from these difficulties and at the same time "cash in" on the efficiencies that pertain to the use of the harvester-thresher or combine.

When a farmer windrows his grain, he can begin his operations at the same time that he would go into the field with a binder, which is from a week to ten days sooner than he would harvest his grain the straight combine way, for then he would have to allow the grain to stand longer in order that it might ripen on the stalks. In sections where hail damage is frequent or where the farmer is fearful of other weather hazards, the windrower enables the farmer to commence cutting his grain at the same time that he would with the binder and then later when conditions are right for straight combining, he can cut and thresh at the same time with the harvester-thresher.

**T**HOMAS D. CAMPBELL of Montana, who is one of the largest wheat producers in the United States, states that hail and rain will not cause nearly as great a loss to grain in the windrow as it will to grain in the shock. Much of the shattered grain lies on top of the windrow and is picked up by the pick-up attachment on the harvester-thresher.

In harvesting grain by the windrow method, it is very important that the stubble should be high enough to carry the cut grain. When this is the case, air can readily work into the windrow from underneath and thus facilitate the curing of the grain and the drying of any green weeds

that may have been mixed in with the cut grain.

The wheat must be ripe and dry before it can be harvested with a header or combine thresher. These machines cannot be started cutting before 9:30 or 10 o'clock in the morning and must quit early in the evening as the grain gets damp and tough. Thirty or 40 acres is a good day's cutting.

The windrow harvester or swather will enable the farmer to get in a full day's work, cutting from 50 to 75 acres of grain per day, laying it in windrows from 30 to 40 inches wide, ready to be cured for the pick-up thresher. The use of this windrow harvester or swather will make it possible to cut the grain several days before it is entirely ripe and where the wheat is ripened unevenly or in a weedy condition, which could not be successfully threshed from the standing straw with a combine or cut with a header.

**B**Y this method of harvesting, the natural hazards to which standing grain is subjected such as wind, rain and hail, are greatly reduced. Most windrow harvesters are equipped with a deflector to press the stubble down, on which the grain is deposited. The grain is therefore all placed in the windrow on the stubble bent over. The grain is laid in the windrow with the heads overlapping the butts; they overlap each other similar to that in which shingles are laid on a roof. The stubble will spring up slightly and permit free circulation of air underneath and assist in drying the grain. Curing of the grain in the windrow is much more rapid than in the shock, three to five days of good drying weather are sufficient to accomplish this.

The pick-up is equipped with strong tines reaching well down under the windrow, gently lifting the grain and depositing it on the draper which feeds into the feeder house and carries to the thresher.

**I**NSURANCE companies writing hail business believe this method of harvesting has merit. In order to encourage its use and the fact that the farmer might need protection for a reasonable time or until he is able to get the grain in the granary, the companies have extended the hail contract to cover shatter loss only, for a limited time by adding the following stipulation:

"If wheat is insured hereunder and said wheat is cut with a windrow-harvester, prior to the time said wheat becomes overripe, the liability of this company is extended to cover shatter loss only, by hail only, to said wheat while in the windrow, provided, however, this company shall not be liable for any loss on any wheat that shall have been in windrows for a period longer than 10 days, but in no

event shall the liability of this company extend beyond the expiration date of this policy as hereinbefore provided."

This presents another new and different problem in adjusting hail losses. A method fair to the assured and companies must be worked out by the adjusters who will be called upon to handle this shatter loss. If the wheat cut by the windrower is heavy, some of the wheat, even though shelled out by hail and rain, will be saved to the farmer, as the pick-up will carry much of the shelled grain and with the straw into the thresher. And any saving of this nature will not constitute a loss to the grower. This saving cannot be considered a loss by hail even though it has shattered from the head.

**T**HE windrower will cut a swath of 12 to 16 feet wide and deposit it in windrows from 30 to 36 inches wide. It will therefore be necessary to determine the amount of shelled grain lost to the farmer from the amount lying on the ground under the windrow, equalized over the width cut by the windrower.

If the adjuster is careful in his adjustment of these first losses, showing the assured each step taken, the assured will be left in a satisfied frame of mind, feeling that he has had a fair and conscientious adjustment.

The same care and caution should be taken concerning the application of the policy contract where the grain is in the windrow as would be where the adjustment was made to standing grain.

The following must be considered:

Was the insurance in effect when the loss occurred? Was the location and description of the crops identical with the description of the crops as stated in the policy? Was the assured's interest in the crops correctly stated in the policy? Was the loss correctly given in the notice of loss as to date and hour? Was the notice of loss actually signed by the assured? Was the value of the crop equal or greater in value than the amount of insurance covering on the crop? Was the adjuster resourceful and careful in determining the number of acres in the windrow when the hail occurred? Last but not least, was the crop harvested not more than 10 days before the storm occurred? This item is very important because the policy contract covers for a period of 10 days only, after the grain has been placed in the windrows by the windrower.

**W**ITH these new problems on hand and the foregoing facts established, the losses must be adjusted and not settled. The losses must be taken care of in a manner of fairness to the assured and company. The adjuster must be tactful in handling these losses at first, and until we have a definite plan to follow, the companies' disposition in these cases will be the same as in all other losses—willing to pay every dollar of legitimate loss sustained but no more. They therefore will have a perfect right to know that the percent of loss is determined fairly and honestly; the adjuster must use plenty of time and make a number of tests in each field.

Several methods have been advanced as to the best manner to determine these losses. We believe these losses can easily be determined by carefully removing

(CONT'D ON P. 29)



One of the new windrow harvesters is shown here in action. The grain is laid on the stubble with the butts overlapping the heads like shingles on a roof. By this method grain can be cut about ten days earlier than by the regular combine method, thus reducing the loss hazard greatly as the loss in windrows rarely

exceeds 5 percent even at times when standing grain is a total loss. After being allowed to dry for a few days in the windrow, the grain is threshed by a combination harvester-thresher equipped with a pick-up device. The grower protects his crop from loss by the use of the windrow and also benefits by many efficiencies.

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Second Vice-Pres. & Sec.

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Asst. Sec. & Asst. Treas.

# Hail Damage Widespread During 1929

By S. D. Flora

Meteorologist, U. S. Weather Bureau

**H**EAVY hail fell during 1929 in almost every state from New England to Oregon and from Florida to Montana, according to reports reaching the United States Weather Bureau. More than 225 hail storms severe enough to be classed as heavy occurred with damage from outstanding ones totalling in excess of \$10,000,000. Undoubtedly there were hundreds, if not thousands, of additional falls of hail classed as light or moderate that greatly increased the total damage reported.

In Kansas hail losses paid by stock insurance companies, as reported to the superintendent of insurance, totalled \$1,220,612 on an insured liability of \$43,349,-211. This loss, of course, was almost all sustained by the wheat crop, the total value of which was estimated by the state board of agriculture at \$138,428,562. Considering that losses to the part of the crop not insured by stock companies were in the same proportion, the total Kansas hail loss for 1929 was close to \$3,900,000. In 1928, the worst hail year since 1915, the Kansas loss was placed at \$13,100,000 by this method of calculation.

**I**N Iowa losses paid by insurance companies indicated a hail damage of \$2,354,551 for 1929. The 1928 hail damage in Iowa was \$6,363,922. This latter figure was obtained from reports of county assessors, who, in Iowa, are required to ascertain the actual hail damage from year to year. The 1929 official figures for Iowa have not yet been compiled.

Severe falls of hail began early in 1929 with storms that broke out April 21 in northern Louisiana, southeastern Illinois and Indiana, and northern Kentucky, and they continued at intervals throughout the crop growing season in the great grain producing states.

**T**EXAS reported 40 falls of heavy hail during the year; Oklahoma, 15; Kansas, 38; and Iowa in June alone had 34. A large percent of these occurred as the wheat crop was nearing harvest and when corn was making its early growth, but too far along for replanting. Violent hail storms were reported from many other parts of the country. The most destructive one of the year struck near Hartford, Conn., on Aug. 1, and caused a \$1,000,000 loss to greenhouses and the tobacco crop.

Southern Illinois had a \$750,000 hail loss May 1 from a storm that extended from Cora, in Jackson county, across Williamson county and into Saline county. Roofs were shattered, windows broken, greenhouses practically demolished, and fruit ruined in a section of the path 6 miles wide and 6 miles long. Another Illinois storm, Aug. 13, swept a path 8 miles wide and 20 miles long in Macoupin, Montgomery and Christian counties and damaged crops 40 to 50 percent. Stones fell at Girard, Ill., in this storm that measured almost 12 inches in circumference, according to reliable reports.

**S**OUTHERN Indiana was visited by a hail storm April 21, near New Albany and Jeffersonville, that caused a loss totalling \$100,000. Chunks of ice fell that measured 2 by 2½ inches. Auto tops were punctured, hoods and fenders dented, and holes cut in metal roofs. Hundreds of windows were broken. Crop damage would have added greatly to the loss had the storm come a few

months later while the grain was ripening.

**I**N Iowa a hail storm on June 11 that moved from Monona county to Sioux City caused damage that amounted to more than \$750,000, a very large percent of which was to crops.

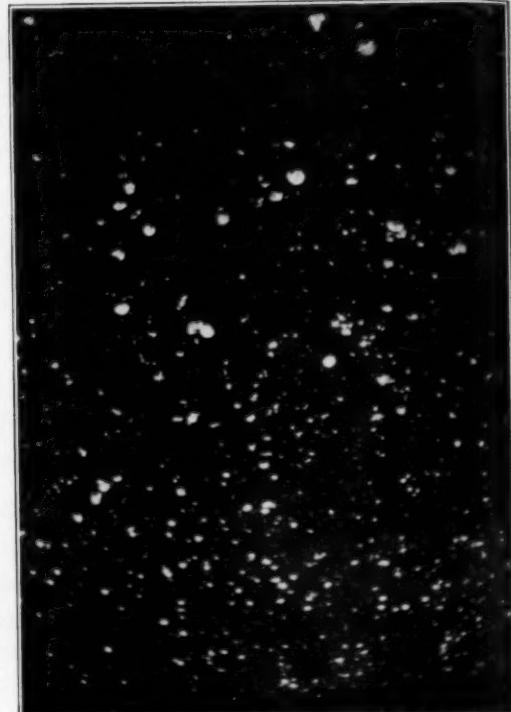
Missouri had a \$100,000 loss on May 1, the greater part being to growing crops, from wind, hail and heavy rains. This occurred in northern Perry county. Its path was 3 to 6 miles wide and 20 miles long. Some of the stones were large as goose eggs. On the same day there was a \$15,000 hail loss in Barry county, and ten days later a \$12,000 loss in Boone county over a strip half a mile wide and 4 miles long.

**K**ANSAS had ten hail storms during 1929 that caused a loss of \$100,000 or greater each. On June 11 wheat was almost totally destroyed over a path 60 miles long in Rawlins, Decatur and Norton counties, in the northwest corner of the state. The total damage was placed at \$300,000. The following day another 1929 Kansas hail storm caused a loss of \$150,000 in Harvey and Butler counties, not far from Wichita. Along parts of the path wheat was a complete loss. The grain was hammered into the ground until in some places not a stem was left standing. A day later a hail storm swept across Pratt county, Kansas, in the heart of the wheat belt, leaving a path 1 to 4 miles wide and 30 miles long. Wheat, which was almost ready to harvest, was damaged 20 to 50 percent and the total loss was placed at \$500,000.

**O**N June 10 Duluth, Minn., had a fall of huge hail stones, some of which were reported to measure 3 by 3 by 4½ inches. The hail fell over an area 7 miles long and 2 miles wide in the city and northwest Duluth Heights. Street lights, window panes and automobiles suffered greatly. Loss to broken glass was estimated at \$20,000.

Texas had at least three hail storms during the year that caused a loss of \$100,000 or more each. Most of the Texas storms came in April, May and June, when crops were especially liable to damage.

**O**KLAHOMA was more fortunate than Texas in 1929, as its worst hail storms came in October. One of these, in Ellis county, dropped stones that ranged from one to four inches in diameter, and in some places lay in drifts eight inches deep. In 1928 most of the Oklahoma hail came in June, and damaging from outstanding storms totalled almost \$3,000,000.



This shows hail lying on the ground after a storm Aug. 13, 1929 that struck Macoupin, Montgomery and Christian counties, Illinois, and damaged crops 40 to 50 percent. Some of the hail stones were almost 12 inches in circumference and weighed up to a pound and a half apiece. Slugs of ice this size will crash through shingle roofs, smash automobile tops and wind shields, and pound crops flat.

The south, as usual, came in for bad hail during 1929. Georgia had a \$100,000 loss April 25, in Houston and Tift counties. South Carolina reported a fall of hail Aug. 29 over a path 1 to 4 miles wide and 8 miles long in Spartanburg county, with a loss estimated at \$200,000, most of which was to crops. In some places stones drifted into piles 4 to 18 inches deep and lasted for over a week.

**A** RECENT tabulation by the United States Weather Bureau shows more hail storms reported by unit area in Iowa and Kansas than in any other states over the 12-year period ending with 1927 but also shows that heavy hail is at least half as frequent in parts of Indiana, Ohio, Michigan, Pennsylvania, Kentucky, Montana, and New Mexico as in those states and a fourth as frequent in a great many other parts of the country.

In Michigan 601 falls of heavy hail were reported in the 4 years ending with 1923 and the loss in that period totalled \$2,610,678.

**I**N 1928 reported hail losses exceeded a million dollars in each of six states; Kansas, Iowa, Nebraska, Colorado, Oklahoma and Texas. Kansas had six hail storms in June of that year that were each in the \$1,000,000 loss class and two of them were each credited with a loss of \$3,000,000, most of it being to wheat that was almost ready to harvest. One of these three million dollar storms swept Greeley, Wichita, Kearny, Finney, Gray and Ford counties June 8 and the other extended to eight counties in the southwest corner of the state eleven days later.

It would not seem possible that a \$3,000,000 loss from a single hail storm could occur anywhere else except in the wheat belt, yet careful estimates of a hail storm that struck southeastern Iowa and northwestern Illinois on Aug. 18, 1925, ranged from \$2,500,000 to \$5,000,000. The path of this storm was 100 miles long. Fields of corn up to 75 acres were left without a single stalk standing. The damage to crops was so complete that many tenant farmers abandoned their leases and sought other employment.

**A** NEBRASKA hail storm that traveled from Merrick to Gage county Aug. 8, 1917, left a path 92 miles long and 4 to 12 miles wide. Fruit and shade trees were stripped, roofs of houses battered to pieces, and 225,000 acres of corn affected. Drifts of hail stones 3 to 5 feet high were found in protected places after the storm.

A Colorado hail storm on July 13, 1927, struck in Weld county and destroyed crops over an area of 150 square miles. The loss was estimated all the way from \$500,000 to \$1,500,000. Wheat sustained an enormous damage. Thousands of acres of beans were so badly damaged very little could be saved.



This is the result of a vicious hail storm which occurred in northwest Kansas. This corn is practically a total loss. The storm occurred at the silking stage of growth when fertilization was taking place. (Courtesy of W. G. Studebaker.)

| Statement December 31, 1929 |                 |
|-----------------------------|-----------------|
| Assets and Liabilities      |                 |
| Cash Capital .....          | \$ 7,500,000.00 |
| All Other Liabilities.....  | 35,931,508.39   |
| Net Surplus .....           | 19,109,254.72   |
| <hr/>                       |                 |
| Total .....                 | \$62,540,763.11 |
| <hr/>                       |                 |
| Surplus to Policyholders..  | \$26,609,254.72 |

| INCORPORATED 1924           |                |
|-----------------------------|----------------|
| Statement December 31, 1929 |                |
| Assets and Liabilities      |                |
| Cash Capital .....          | \$1,000,000.00 |
| All Other Liabilities.....  | 1,664,942.17   |
| Net Surplus .....           | 1,361,296.03   |
| <hr/>                       |                |
| Total .....                 | \$4,026,238.20 |
| <hr/>                       |                |
| Surplus to Policyholders..  | \$2,361,296.03 |

Rain Insurance Covering Public Events, Indemnifies for Loss on Account of Rain



Hail Insurance on Growing Crops, Indemnifies for Loss or Damage from Hail Storms

Insurance Is Dependable—  
The Weather Is Not

*Many local agents are earning large commissions selling these two classes of insurance*

ORDER RAIN SUPPLIES and HAIL SUPPLIES  
immediately and increase the income from your agency

## RAIN AND HAIL DEPARTMENT

JAMES B. CULLISON, JR., Manager  
S. K. BJORNSEN, Asst. Manager

844 Rush Street

Chicago, Illinois



**H**ERE is a "close up" of actual hail damage. Imagine acre after acre of wheat cut and torn and shot and riddled with hailstones! And it has happened over and over again. It will happen many times this year. *And many farmers will not be insured.*

Ask for a "close up" of the way the Twin City Fire Insurance Company handles hail business for agents and for crop owners. It may be to your advantage to represent the Twin City.

**TWIN CITY FIRE  
INSURANCE COMPANY**

MINNEAPOLIS, MINN.  
New York Life Building

## Cooperation Essential in the Hail Business

By L. G. WARDER  
Manager Hail Department, Hartford Fire

**C**OOPERATION is essential to success in any business and this is particularly true in its broadest sense of the hail business.

Not so many years ago an almost chaotic condition had come about in the hail business, largely through lack of proper cooperation among the companies and the men engaged in this activity. Conditions were such that it was the opinion of practically all of the companies that it would be necessary for them to abandon writing this class unless these conditions could be remedied.

A hail advisory committee was created for the purpose of inaugurating practices which would place the hail business on the same high plane of conduct that other activities of the various companies enjoyed.

The result of the work of this committee through cooperation has been, and is, that the companies have not only adopted a commendable code of ethics, but have put this code into actual practical work. The chief principle and aim of this committee is that the hail men in all branches of the hail business must work not only for their own company, but must cooperate with the men of other companies, and this feeling has become so predominant that a strong bond of confidence has been established between the companies engaged in this activity.

**W**RITING hail insurance on growing crops has its own peculiarities. Perhaps, the most difficult individual factor in the proper handling of this business is the adjustment of losses. A vast array of problems face the hail adjuster. There are many classes of crops and storms occur damaging these crops at many different stages of growth. The effect of hail damage at one stage of growth may be entirely different from the effect of the same kind of storm at another stage of growth. There are also many other conditions which may be apparent that

### Hail Association Officers

**T**HE officers, members of the executive and advisory committees of the Western Hail & Adjustment Association are here listed:

#### OFFICERS

E. A. Henne, America Fore, president.

John H. Griffin, Northwestern F. & M., vice-president.

W. H. Lininger, Springfield, secretary.

Charles F. Thomas, assistant secretary.

#### EXECUTIVE COMMITTEE

J. K. Lesch, Home, New York; C. R. Street, Great American; W. P. Robertson, North America; John R. Cashel, Providence, Washington; A. G. Dugan, Hartford; E. E. Cole, National Union, and W. D. Williams, Security, Ct.

#### ADVISORY COMMITTEE

J. B. Cullison, Jr., chairman, Aetna; John Peterson, Great American; Jacob Nelson, America Fore; L. G. Warder, Hartford; J. Campbell, Home; H. A. Sundberg, Hedwall-Sundberg; Z. A. Hazard, National Union; Glenn L. Cavanaugh, Harmonia; E. T. Tanner, Security.



L. G. WARDER

would enter into the determining of the actual hail loss.

As a consequence, the men who are assigned to the duties of loss adjustments must be men having a full knowledge of crops, crop damage and a full understanding of the provisions of the hail policy and how these provisions shall apply.

The companies engaged in writing hail insurance must and do use the greatest care in the selection of the men for this important duty, fully appreciating the fact that these men must be of a type so high that they will merit and receive the utmost confidence of the field men and the agents, as well as the assured.

INSURANCE companies writing insurance in all its various branches have found it necessary to departmentalize the business by classes to a very great extent, in order to give to both assured and agents a full measure of service and to obtain efficiency. However, men assigned duties in any particular department should not lose sight of the fact that the success of all departments is essential to the success of the company as a whole, and their work should be so conducted that a full measure of cooperation will at all times exist between the various departments of their company.

The immense liability assumed each year in this very hazardous undertaking creates a need for the help and full cooperation of every special agent and every agent if the business is to be made to show satisfactory results, enabling the companies to continue to offer to the insuring public this much needed indemnity.

**W**HILE there is no desire on the part of any company to pay less than the actual loss occasioned by hail, after all, the ratio of loss to premium is the final barometer by which we must establish the value of the business to the company, as well as the cost, or rate, for the assured.

Fair adjustments is all that is asked by the companies and if it is to be obtained, cooperation between agents, adjusters and field men must exist, not only in spirit, but in actual working conditions.

Briefly expressed, our hope for 1930 is that it will be a season of greater cooperation.



### RAIN AND HAIL DEPARTMENT

JAMES B. CULLISON, Jr., Manager  
S. K. BJORNSEN, Asst. Manager

844 Rush Street

CHICAGO, ILLINOIS

Statement January 1, 1930

|                               |  |  |
|-------------------------------|--|--|
| Cash Capital \$5,000,000.00   | All Other Liabilities, \$20,013,811.25     | Net Surplus, \$14,230,307.32                     |
| Total Assets, \$39,244,118.57 | Surplus to Policy Holders, \$19,230,307.32 | Losses Paid Since Organization, \$151,596,286.80 |

### Rain Insurance Indemnifies for Loss of Income or Expenses from Public Events on Account of Rain

Agents  
Get Your  
Rain  
and  
Hail  
Supplies Now



Keep Up With  
the Times  
and Make  
Commissions  
on  
These Lines



#### The CRADLE Is Antiquated

Modern farmers use expensive labor-saving machinery and carry Hail Insurance on their crops to protect the investment.

**SENTINEL**  
FIRE  
INSURANCE  
COMPANY  
Incorporated 1924  
SPRINGFIELD,  
MASS.



Statement January 1, 1930

## Assets and Liabilities

|                                 |                    |
|---------------------------------|--------------------|
| CASH CAPITAL .....              | \$500,000.00       |
| All Other Liabilities.....      | 292,261.89         |
| NET SURPLUS .....               | 846,808.84         |
| <br>Total .....                 | <br>\$1,639,070.73 |
| SURPLUS TO POLICY-HOLDERS ..... | \$1,346,808.84     |

**MICHIGAN**  
FIRE AND MARINE  
INSURANCE  
COMPANY  
DETROIT, MICHIGAN

Incorporated 1880

Statement January 1, 1930

## Assets and Liabilities

|                                 |                    |
|---------------------------------|--------------------|
| CASH CAPITAL .....              | \$1,000,000.00     |
| All Other Liabilities...        | 1,848,351.76       |
| NET SURPLUS .....               | 1,122,277.12       |
| <br>Total .....                 | <br>\$3,970,628.88 |
| SURPLUS TO POLICY-HOLDERS ..... | \$2,122,277.12     |



Incorporated 1919

Statement January 1, 1930

## Assets and Liabilities

|                                 |                    |
|---------------------------------|--------------------|
| CASH CAPITAL .....              | \$300,000.00       |
| All Other Liabilities.....      | 296,961.88         |
| NET SURPLUS .....               | 754,421.25         |
| <br>Total .....                 | <br>\$1,351,383.13 |
| SURPLUS TO POLICY-HOLDERS ..... | \$1,054,421.25     |

# Hail Association Aids Greatly

**By E. A. Henne**  
President Western Hail & Adjustment Association

THE Western Hail & Adjustment Association has provided, indirectly, an important measure of farm relief during the period of its existence. I say indirectly because the association has so successfully contributed to the stabilization of the hail insurance business that more companies have been encouraged to solicit this coverage. In our 15 years members of the association have assumed a billion and a half in hail liability and have paid losses of \$71,745,854. The economic distress which has thus been averted should certainly be credited as farm relief.

The claim that the Hail Association is largely responsible for the growth of hail business is unassailable. Before its inauguration, irresponsible and inadequate operators, without the resources or disposition to stabilize the industry, were competing with a handful of reliable stock companies for hail coverage.

Lack of education on the part of hail underwriters and the inferiority of adjusters for the solvent carriers contributed to the demoralization. Competitive adjustments added to the distress. Most agents were not able to offer hail service for their clients. Most companies were justly afraid to enter the field, the unsettled conditions furnishing no guarantee against a major calamity should hail losses be excessive.

In order to correct this deplorable situation, the Western Hail & Adjustment Association was created. It has admirably fulfilled its purpose. It has stabilized the industry through the cooperative effort of hail underwriters by reason of exchange of information without, however, dulling competition between companies. Because the industry has been stabilized, virtually every carrier has been induced to participate in

it, and because most companies sell hail business, all agents may sell it. That is the service of the Hail Association to the agents.

The association has accomplished its purpose and is perpetuating and improving its service through research and education. In the Iowa State College of Agriculture at Ames we support an experimental station where the ravages of hail are scientifically studied. There artificial hail storms are permitted to ravage laboratory grain crops in all stages of growth. Factors are therefrom prepared which are used to calculate the extent to which grain, in various stages, will overcome hail damage. Furthermore, grain diseases are put to the microscope so that methods of distinguishing erstwhile healthy from diseased grain after the storm has passed may be devised and made available to adjusters and underwriters. These two processes are



E. A. HENNE

combined in the laboratory with the result that we are able to determine with tolerable accuracy the extent to which diseased grain, in its various stages of growth and pathology, will overcome the effects of the storm.

No better evidence of what the laboratory has contributed to hail insurance is needed than the work sheets of adjusters. They contain a multiplicity of entries, complicated, it is true, but they present a true picture. These work sheets, contrasted with the hit or miss adjustment practices before the Hail Associations came into existence, are testimony to the virtue of the association.

AGENTS in hail writing states are familiar with the educational trips which the heads of the western hail departments make each year. These conferences have been so popular that local agents feel well compensated when they make long trips to cities where the meetings are held. Our conferences this year have averaged an attendance of about 100 field men, local agents and adjusters. At Wichita we induced a professor in the Kansas State Agricultural College at Manhattan, to deliver a lecture on "Plant Diseases." We drill the audiences thoroughly in the policy contract and its application to adjustments.

The statistical information which we collect has been most useful. County and township records of hail liability assumed and losses paid are available to all state departments.

ONE of the important features of the association's work is the program of the advisory committee, of which James B. Cullison, Jr., is, at present, chairman. At the close of the season this committee criticizes the year's experiences, recommending to the executive committee changes in policy and practice, which the records suggest. The advisory committee is composed of the same officials, heads of the western hail departments, who conduct the conferences in the hail states.

The association is now composed of all but two or three companies operating on a country-wide basis. One of these non-member companies does contribute, however, to the expense of our statistical work.

Through our contact with the United States Weather Bureau we are able to determine with almost clock-like precision the hail frequency in stated locations. The government's hail storm and meteorological data are at our disposal.

MOST of our research is conducted with the scenes of greatest hail storm frequency in view. These are, of course, the wheat growing states of Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Montana and Minnesota. We do not, however, overlook

(CONTINUED ON PAGE 20)

## J. S. FRELINGHUYSEN GENERAL AGENCY, Inc.

111 WILLIAM STREET  
NEW YORK  
MANAGER

### THE STUYVESANT INSURANCE COMPANY NEW YORK, N. Y.

|               |                |
|---------------|----------------|
| Assets .....  | \$5,291,724.70 |
| Capital ..... | 1,000,000.00   |
| Surplus ..... | 1,318,267.29   |

### THE INDUSTRIAL FIRE INSURANCE COMPANY AKRON, OHIO

|               |                |
|---------------|----------------|
| Assets .....  | \$2,077,028.75 |
| Capital ..... | 500,000.00     |
| Surplus ..... | 513,461.18     |

### THE RARITAN VALLEY INSURANCE COMPANY RARITAN, N. J.

|               |               |
|---------------|---------------|
| Assets .....  | \$ 356,058.52 |
| Capital ..... | 200,000.00    |
| Surplus ..... | 103,345.34    |

### AMERICAN CONSTITUTION FIRE ASSURANCE COMPANY NEW YORK, N. Y.

|               |                |
|---------------|----------------|
| Assets .....  | \$2,781,951.90 |
| Capital ..... | 1,000,000.00   |
| Surplus ..... | 1,412,551.74   |

### AMERICAN HOME FIRE ASSURANCE COMPANY NEW YORK, N. Y.

|               |                |
|---------------|----------------|
| Assets .....  | \$2,809,191.42 |
| Capital ..... | 1,000,000.00   |
| Surplus ..... | 1,409,283.21   |

**AN ASSET TO ANY AGENCY**

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## Five Season Hail Policy Offers Many Advantages

By T. G. DAHL

Assistant Hail Manager, Great American

PRACTICALLY all stock companies engaged in the hail insurance business are now offering a five season hail policy which will and is now being used only in territory tributary to Chicago, namely, Iowa, Missouri, Wisconsin, Illinois, Michigan, Indiana, Ohio, Kentucky and Tennessee. Considerable business has already been written by various companies with this form of policy covering 1930 crops in the state of Iowa and is rapidly being introduced in the other states mentioned.

The five season policy makes it possible for the wide-awake agent to write hail insurance prior to the time when the exact acreage of each crop can be determined. The business can be written equally as well in the fall and winter preceding the crop season as it can be in the spring of the year, for the reason that the application affords a blanket coverage on all small grains and grasses, such as wheat, oats, corn, flax, barley, rye, speltz, millet, buckwheat, alfalfa, timothy and clover.

BY blanket coverage, I mean that the policy covers on crops of all kinds referred to herein, grown on land properly described in the application. In case the insured should sustain a loss during the crop season, the amount of insurance per acre will be determined by the adjuster upon dividing the total amount of the crop acreage into the total amount of insurance carried. Illustration: Insured is carrying a \$1,000 five season hail policy on the northwest one-fourth of a section, and he plants 50 acres of oats, 20 acres of barley and ten acres of clover, the remaining 80 acres being idle and in pasture. Divide the amount of liability by the number of acres in crop, which will result in \$12.50 of insurance per acre.

If corn would have been one of the crops under the above illustration, which would be the case in most instances, inasmuch as it happens to be the principal and most valuable crop grown in the majority of the states in which the policy is used, the method for the adjuster to arrive at the amount of insurance carried per acre would be somewhat different. The reason is that the policy provides that the amount of insurance on one acre of corn shall be two times the amount of insurance upon one acre of any other crop.

USING the same illustration as in the above case with the exception that the insured has 20 acres of corn, 40 acres of oats and 20 acres of clover in crops, the remaining 80 acres being idle and in pasture, one would determine the amount of insurance applying to each kind of crop by multiplying the number of acres of corn by two, which result would be 40; add the 40 acres and 20 acres of clover to the 40 in oats, resulting in a total of 100; divide \$1,000 by 100, which will give you \$10 per acre. The insurance on corn would be twice \$10 or \$20 per acre (because the actual number of acres was doubled). The remaining small grain would be insured to the extent of \$10 per acre. The latter may seem somewhat complicated at a glance; however, if worked out one will find it both simple and accurate.

THIS policy is not intended to cover crops other than mentioned in the application and should insurance be desired on fruit, canning peas or such crops requiring a surcharge rate, the annual policy must be used. It is therefore readily understood that this form of policy could be adopted only where it is possible to apply the same rate to major crops in a large area. In states where hail is tremendously hazardous,

resulting in higher rates and the combined experience of all companies are such that it is necessary to create county and township rating, this form of policy would not be practical.

ONE of the advantages of the five season hail policy from a local agent's standpoint is that there is a considerable saving to the insured in the way of reduction in rate. This feature alone should be an incentive for the farmer to insure for five years rather than on an annual basis. For instance, should the annual rate be 3 percent or \$30 per 1,000, the rate over the five year period is automatically reduced .25 percent the second year; .5 percent the third year; .75 percent the fourth year and 1 percent the fifth year, creating a saving of \$25 on each \$1,000 of insurance carried over the five year period. I might say here that it is reasonable to believe that a policy remaining in force for the full five years can be handled by the companies at less expense than could a policy issued annually, and, therefore, a reduction in rate is made possible.

Another feature which should make it popular among agents is the fact that it eliminates the necessity of having to call on and sell the prospective buyer of hail insurance each year. Even though the policy provides that the insured may cancel his policy without further cost between Sept. 20 and Dec. 31 of each year, providing the current year's premium has been paid, it is reasonable to assume that the great majority of business written will remain in force and be automatically renewed from year to year. The agent is therefore building up a future income in the way of renewal commission for himself, which heretofore has not been possible in the hail business. The time and effort ordinarily spent in the spring of the year selling old customers can now be directed towards selling new prospects in order to further increase the volume of business of the agency.

THIS policy as well as any other form of insurance should be explained thoroughly by the local agent to the insured at the time it is sold, in order that he becomes familiar with the conditions contained therein. There is nothing secretive and the agent has nothing to hide. Any hail policy properly explained when sold is 95 percent adjusted should the insured sustain a loss to his crops insured. This is just another instance where it is demonstrated that a good local agent plays the most important part in properly conducting the hail business.

This method of writing hail insurance is a new adventure on the part of stock companies and its real success depends greatly upon the cooperation of the local agent in submitting to his companies good, clean business devoid of moral hazard, and applications of such insureds who respect their obligations with the same degree of promptness as they expect of their company. The latter is particularly emphasized for the reason that five year installment notes are accepted in the payment of premiums without any responsibility other than moral on the part of the local agent. With these thoughts in mind the five season hail policy will be a success and a real asset to every agency.

In selling hail insurance the local agent must not take no for an answer, as that is only a starting point for the real sales argument.

The first joint stock company writing hail insurance on growing crops commenced in 1883.



## Wherever Farming is Done Hail Insurance is Needed

**The Hartford Fire Insurance Company** of Hartford, Connecticut, the leading Hail Writing Company of the world, offers its agents every facility for satisfactorily handling Hail Insurance.

Our several branch offices, conveniently located in the heart of America's great farming districts, are thoroughly equipped to give prompt and efficient service to all agents.

Each Department maintains a corps of experienced and courteous Adjusters who are thoroughly competent to properly and promptly take care of all losses.

All communications with reference to Hail business will receive prompt attention if addressed to the following branch offices:

### HARTFORD FIRE INSURANCE CO. HAIL DEPARTMENT OFFICES

**Des Moines, Iowa, (605 Old Colony Building)**, writing business submitted from Nebraska and Iowa.

**Minneapolis, Minnesota, (1015 New York Life Bldg.)**, writing business submitted from North Dakota, South Dakota and Minnesota.

**Wichita, Kansas, (421 Wheeler, Kelly, Hagny Bldg.)**, writing business submitted from Kansas and Oklahoma.

**Chicago, Illinois, (410 North Michigan Avenue)**, writing business submitted from Illinois, Indiana, Kentucky, Michigan, Missouri, Ohio, Tennessee and Wisconsin.

### WESTERN DEPARTMENT Chicago, Illinois A. G. DUGAN, General Agent



# As BIG AS THIS ~ and bigger!

**H**AILSTONES often come down as big as hen's eggs . . . and with the speed of machine gun bullets.

The Citizens Insurance Company of New Jersey gives its agents definite sales and advertising help to enable them to write a larger volume of hail business. If you are interested write to

## CITIZENS INSURANCE COMPANY of New Jersey

New York Life Building

MINNEAPOLIS

MINNESOTA

### Adjusting Hail Damage to Flax

(CONTINUED FROM PAGE 8)

the percentage of the total original bolls.

Aside from the many phases of mechanical damage, we are oftentimes confronted with the more serious situation arising from vast inroads on the growing crops by hordes of devastating insect or bacterial life perhaps in conjunction with hail damage to more or less degree. More complicated, and potential, perhaps, are numerous diseases of flax, many of which may be construed and palmed off on the uninitiated as being real unadulterated hail damage. Only the more important and those most frequently encountered along the way in connection with hail claim adjustments will be considered here.

**R**HYZOCTONIA is a very destructive disease of flax. Individual plants are attacked by the fungus just beneath the soil line where brown lesions are formed. The lesions later extend up to the cotyledonary leaves. The affected portion of the stem is often reduced to a dry pulp which splits, and breaks, and produces a ragged appearance. The affected plants wither and die.

Stem blotch is a new disease of seed flax which does considerable damage by causing a premature ripening and drying of the seed. Characteristic greenish yellow to dark brown mottling, appears on the stems, leaves and capsules. These lesions appear as dots, but later lengthen and widen until they extend around the stem. Irregular shaped bands of green are left between the brownish lesions. Growers sometimes ask: "What makes the brown spots if it isn't hail?"

**R**UST strikes both resistant and non-resistant varieties of flax. The disease is severe at times in the Red River Valley. The leaf surface is greatly reduced by the attack of the fungus. This flax rust fungus has two kinds of spores, both produced on the flax plant. Rounded pustules of bright orange cover the leaves and green stems early in the season, and elongated brown or purplish pustules occur on the stem a little later. The spores live over winter on the flax straw. The main injury is to the fiber, thus weakening the plant to an extent where it is readily susceptible to breakage by wind action.

**W**ILT is undoubtedly the chief limiting factor associated with flax cropping. It causes the gradual dying out of the crop when land is sown to flax year after year. Losses occur in fields each year, from a trace to 100 percent, according to extent and spread of disease.

It destroys flax plants by attacking the water conducting vessels of root and stem so that a wilting of the plant ensues. Affected roots are ashen gray in color. The leaves turn yellow, first at the tips and then entirely. Finally the tips of the branches bend over, and soon the entire plant presents a dead appearance. The wilt fungus is a soil fungus. If the disease is carried with the seed into healthy soil, only a few plants may be attacked the first year, and for this reason we often find circular areas in which the plants are dead, and dying. Many plants are killed before emerging from the soil; others are attacked when an inch or more in height, and still others when several inches high. Eventually the loss may become total. Were it not for the fact that certain kinds of flax are resistant to wilt, production of this crop would be impossible in many regions.

**D**UE to this characteristic, and gradual wilting and dying of plants in the diseased areas, many complicated situations arise in connection with hail loss claim adjustments.

To illustrate, let us take as an example the farmer who has had little or no experience with flax wilt. Early in the season he plants a certain acreage of flax, perhaps the planting is done on a

distant or seldom inspected portion of his farm. He takes out a policy protecting his crops against hail damage. Later on in the season a real hailstorm comes along. The farmer immediately rushes over his field. He may be sincere in his belief that the damage to his flax field was caused wholly by hail, where the major portion of his trouble is due perhaps to wilt, and in the presence of the wilt it is necessary at times to go into details and point out the diseased plants in the various stages of wilt injury. By a careful inspection of the wilting plants from roots to tip, there should be little or no difficulty in convincing the owner and separating hail damage from wilt injury.

**I**N the northwestern states, great losses in both wilt resistant and non-resistant flax varieties are incurred each year by a trouble commonly called "canker." In some instances it appears as a trouble similar to wilt. In other cases the term "canker" refers to a girdling of young plants at the soil line which causes them to fall over. One of these forms is spoken of as "Anthracnose Canker," while the other we speak of as "Heat Canker." The one is caused by a parasitic fungus, the other has no known parasite associated with it and is caused, perhaps, by high temperatures at the soil line.

In "Anthracnose Canker" lesions appear on the seed leaves when the plants are one or two inches high. These lesions are present on the cotyledons when still in the seed coats, thus classifying the disease as an internal seed-borne disease. The lesions increase in size as the young plant grows, and from the seed leaves the trouble spreads down the stem until numerous lesions appear by the time the seed leaves shrivel up and drop off. The cankers or lesions form as far down as the soil line, and wherever formed, prevent the enlarging of the stem so as to produce a girdled condition. If the cankered plant continues to live, it produces shriveled seed.

**T**HE Heat Canker is characterized by a girdling of the stem at the soil line, a subsequent breaking over of the young seedlings, and an absence of cankers or lesions on any other portion of the plant. Young plants are most susceptible to the attacks, but after injury may remain alive for weeks. The stem injured at the surface of the ground enlarges just above the injury, and sometimes break over, but remains alive as long as the vascular system functions, even to full maturity.

In the absence of a close inspection many of the cankered plants, both anthracnose and heat form, may stand up until some extraordinary condition, such as wind, rain, wind hail, or a combination of these elemental disturbances arise, resulting in the excessive breaking over of the injured plants.

Here again we should have little or no difficulty in separating hail damage from canker. Many of the fallen plants show the small whitish thread-like structure of vascular system, which until now held the affected plant upright.

**I**N the final analysis, flax adjustments like other types, follow along certain specified lines. On any specified hail claim on flax, the mechanical hail damage may be composed of stem damage, shatter loss or a combination of the two. The actual damage by hail, less the salvage, constitutes the percentage of loss. To the adjuster familiar with the many ways in which hail affects and damages flax, in the various stages of growth, a complete knowledge of the many forms of insect and disease injuries may not be so important. Nevertheless, when we are up against the old stock question of "If it isn't hail, what is it?"—then the more familiar we are with the disease attacking flax, the easier it is to satisfy the assured and settle the claim.

# Smaller Premium Volume Brings Best Loss Ratio in Years



**A**LTHOUGH United States hail premiums showed a drop of \$6,244,229 in 1929, the loss ratio was greatly reduced, being 39.2 percent. The reduction in the loss ratio is gratifying, as it was 84 percent in 1928 and 74 percent in 1927.

The total United States hail premiums in 1929 were \$11,305,732 and losses \$4,439,171. In 1928 the total premium was \$17,549,961, while the losses were nearly as high, being \$14,757,711. In 1927 the premium volume was \$14,501,703. All the leading hail writing companies report a decrease in premiums. The Home of New York replaced the Hartford as leader of the hail writing companies. Although the Home reported a loss of \$484,220 in premiums, it had a total of

| Ten U. S. Hail Insurance Leaders |             |            |       |             |             |       |  |
|----------------------------------|-------------|------------|-------|-------------|-------------|-------|--|
|                                  | 1929        |            |       | 1928        |             |       |  |
|                                  | Prem.       | Losses     | Ratio | Prem.       | Losses      | Ratio |  |
| Home, N. Y.                      | \$2,028,938 | \$ 896,232 | .44   | \$2,513,158 | \$2,171,654 | .42   |  |
| Hartford                         | 1,703,160   | 699,073    | .41   | 2,903,918   | 2,603,902   | .41   |  |
| St. Paul F. & M.                 | 1,067,418   | 412,546    | .38   | 1,683,814   | 1,829,115   | .50   |  |
| Great American                   | 487,836     | 129,782    | .26   | 1,131,762   | 879,571     | .77   |  |
| Continental                      | 481,872     | 157,317    | .33   | 615,303     | 429,377     | .69   |  |
| Globe & Rutgers                  | 480,352     | 183,995    | .38   | 551,342     | 340,505     | .61   |  |
| Northwestern F. & M.             | 464,571     | 177,922    | .37   | 497,593     | 434,018     | .89   |  |
| Springfield F. & M.              | 453,985     | 173,733    | .38   | 962,219     | 785,571     | .81   |  |
| North America                    | 453,912     | 173,732    | .41   | 616,344     | 455,805     | .73   |  |
| Aetna                            | 419,990     | 163,303    | .39   | 565,048     | 426,262     | .46   |  |

\$2,028,938 and losses of \$896,232. Its loss ratio was 44.4 percent as compared with 86 percent in 1928. The Hartford wrote \$1,703,160 in premiums in 1929, or a decrease of \$1,200,758. The 1929 losses were \$699,072, the loss ratio be-

ing 41 percent compared with 89.6 in 1928.

**T**HE St. Paul Fire & Marine was the only other company writing over a million dollars in hail premiums,

## Comparison of Hail Premiums and Losses of Stock Companies in U. S.

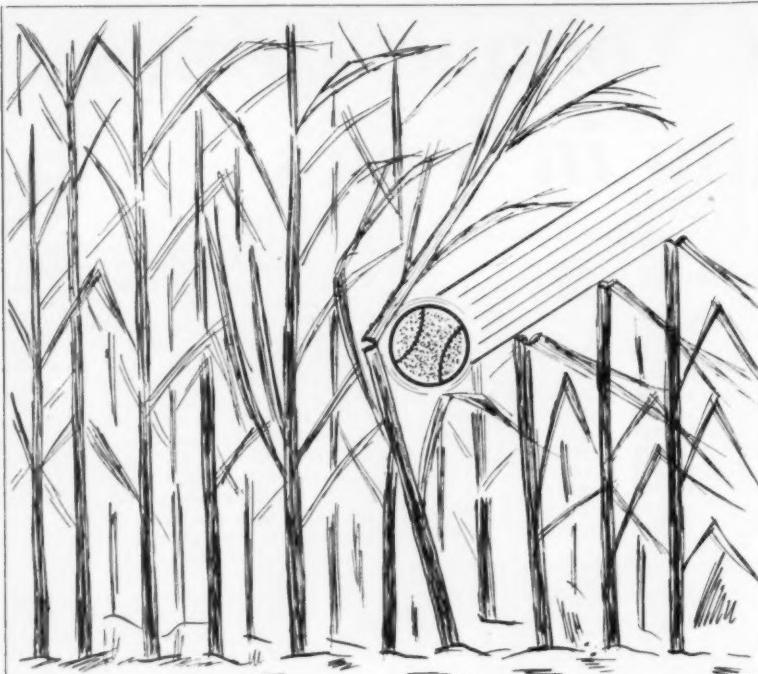
|                      | 1929        |              |       |              | 1928       |            |           |              |     | 1929  |        |       |              | 1928  |        |       |              |  |
|----------------------|-------------|--------------|-------|--------------|------------|------------|-----------|--------------|-----|-------|--------|-------|--------------|-------|--------|-------|--------------|--|
|                      | Prem.       | Losses       | Ratio | Inc. or Dec. | Prem.      | Losses     | Ratio     | Inc. or Dec. |     | Prem. | Losses | Ratio | Inc. or Dec. | Prem. | Losses | Ratio | Inc. or Dec. |  |
| Aetna                | \$ 419,990  | \$ 163,303   | .39   | -\$146,058   | \$ 565,048 | \$ 426,262 | .75       | -\$1         |     |       |        |       |              |       |        |       |              |  |
| Agricultural         | 24,139      | 3,673        | .15   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Allemanic            | 2,057       | 828          | .40   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Amer. Alliance       | 58,426      | 17,659       | .30   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Amer. Eagle          | 96,303      | 32,005       | .33   |              | -26,686    | 123,049    | .26       |              |     |       |        |       |              |       |        |       |              |  |
| Amer. Equitable      | 17,129      | 5,928        | .34   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Amer. Union          | 161         | 9            | .55   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| American, N. J.      | 88,054      | 17,346       | .19   | -12,398      | 101,162    | 40,352     | .39       | .41          |     |       |        |       |              |       |        |       |              |  |
| Amer. Natl.          | 11,308      | 3,418        | .30   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Boston               | 4,741       | 110          | .23   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| British America      | 2,899       | 1,239        | .42   |              | -240       | 3,139      | 1,224     | .39          | .39 |       |        |       |              |       |        |       |              |  |
| Bronx Fire           | 7,926       | 2,639        | .33   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Brooklyn             | 7,657       | 2,639        | .34   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Camden               | 65,346      | 27,280       | .41   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Central, Md.         | 11,956      | 281          |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Columbia, O.         | 1,222       | 7,675        | .63   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Connecticut          | 13,427      | 425          | .31   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Continental          | 481,872     | 157,817      | .32   |              | -133,421   | 615,503    | 429,377   | .70          | .66 |       |        |       |              |       |        |       |              |  |
| Cosmopolitan         | 334         |              |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Dixie                | 21,837      | 14,338       | .67   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Dodge Fire, N. Y.    | 2,524       | 1,326        | .52   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Equit. F. & M. R. I. | 2,085       | 85           | .31   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Employers Fire       | 3,751       | 1,757        | .46   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Federal, N. J.       | 4,228       | 2,006        | .47   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Fed. Union, N. Y.    | 106,448     | 33,692       | .31   |              | -146,964   | 233,412    | 257,535   |              | .76 |       |        |       |              |       |        |       |              |  |
| Fidelity & Guar.     | 2,287       |              |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Fidelity-Phenix      | 385,500     | 128,982      | .33   |              | -106,745   | 492,254    | 336,418   | .66          | .70 |       |        |       |              |       |        |       |              |  |
| Gen. Schuyler        | 648         | 1,500        | .17   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Glens Falls          | 155,171     | 37,408       | .24   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Globe, Pa.           | 4,366       | 1,584        | .36   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Globe & Rutgers      | 480,352     | 183,995      | .38   |              | -70,996    | 551,342    | 340,505   | .62          | .72 |       |        |       |              |       |        |       |              |  |
| Great American       | 487,836     | 129,782      | .26   |              | -643,926   | 1,131,762  | 879,571   | .78          | .67 |       |        |       |              |       |        |       |              |  |
| Guard. Fire, N. Y.   | 27,590      | 11,840       | .43   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Hartford             | 1,703,160   | 693,073      | .41   |              | -1,200,755 | 2,903,918  | 2,603,902 | .89          | .73 |       |        |       |              |       |        |       |              |  |
| Home, N. Y.          | 2,028,938   | 896,232      | .44   |              | -484,220   | 2,513,158  | 2,171,654 | .86          | .88 |       |        |       |              |       |        |       |              |  |
| Hudson               | 106,448     | 33,692       | .31   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Import. & Export.    | 545         |              |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Inn Co. of N. Am.    | 453,912     | 173,732      | .28   |              | -162,432   | 616,344    | 455,805   | .74          | .77 |       |        |       |              |       |        |       |              |  |
| Knickerbocker        | 11,124      | 3,959        | .36   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| London & Lanc.       | 1,181       |              |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| L. & L. G. & G.      | 67,656      | 32,103       | .47   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Mass. F. & M.        | 13,193      | 3,987        | .30   |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
| Merch. & Traders.    | 2,925       | 452          | .18   |              | -11,615    | 14,540     | 15,676    |              | .97 |       |        |       |              |       |        |       |              |  |
| Merchants, N. Y.     | 243,405     | 70,637       | .29   |              | -8,827     | 252,632    | 257,812   | .162         | .71 |       |        |       |              |       |        |       |              |  |
| Total                | \$832,066   | \$360,683    | .43   |              | \$463,357  | \$368,709  | \$251,677 | .68          | .22 |       |        |       |              |       |        |       |              |  |
|                      | \$1,305,732 | \$4,439,171  |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
|                      | 39.2        | -\$6,244,229 |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
|                      |             | \$17,549,961 |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
|                      |             | \$14,757,711 |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
|                      |             | 84           |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |
|                      |             | 74           |       |              |            |            |           |              |     |       |        |       |              |       |        |       |              |  |

Total ..... \$11,305,732 \$4,439,171 39.2 -\$6,244,229 \$17,549,961 \$14,757,711 84 74

## Hail Business of Reinsurance Companies

|                       | 1929      |           |       |              | 1928      |           |           |              |  |
|-----------------------|-----------|-----------|-------|--------------|-----------|-----------|-----------|--------------|--|
|                       | Prem.     | Losses    | Ratio | Inc. or Dec. | Prem.     | Losses    | Ratio     | Inc. or Dec. |  |
| Amer. Merch. Mar.     | \$ 6,466  | \$ 3,513  | .54   |              |           |           |           |              |  |
| Eagle, N. J.          | 27,097    | 7,957     | .29   |              |           |           |           |              |  |
| Fire Reinsurance      | 232,663   | 199,450   | .87   |              |           |           |           |              |  |
| Hamburg-Amer.         | 523       | 351       | .69   |              |           |           |           |              |  |
| International, N. Y.  | 43,062    | 18,503    | .22   |              |           |           |           |              |  |
| Inter-Ocean Reins.    | 467,339   | 75,720    | .16   |              |           |           |           |              |  |
| Jupiter General       | 1,154     | 649       | .56   |              |           |           |           |              |  |
| New India             | 19,475    | 9,454     | .48   |              |           |           |           |              |  |
| Reins. Corp. of Am.   | 676       | 3,731     | .55   |              |           |           |           |              |  |
| Reins. Salamandra     | 677       | 3,731     | .55   |              |           |           |           |              |  |
| Rossie                | 24,917    | 41,258    | 165.5 |              |           |           |           |              |  |
| Skandinavia           |           |           |       |              |           |           |           |              |  |
| Transportation Reins. | 6,287     |           |       |              |           |           |           |              |  |
| Total                 | \$832,066 | \$360,683 | .43   |              | \$463,357 | \$368,709 | \$251,677 | .68          |  |
|                       |           |           |       |              |           |           |           |              |  |

|  | 1929 | | | | 1928 | | | |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Prem. | Losses | Ratio | In |



## IF HAILSTONES WERE BASEBALLS

... and if they were hurled at growing crops with the speed and precision of a Herb Pennock or a Walter Johnson, they could not do more damage than this white "shrapnel from the skies" which annually destroys millions in crop values.

This is a good way to describe to your prospects the need for a Northwestern hail insurance policy. We have a good contract for agents to sell and good sales assistance to help them sell it. Write for information to

### NORTHWESTERN FIRE & MARINE INSURANCE CO.

New York Life Building  
MINNEAPOLIS, MINN.

## Mutual Plan Impractical Because of Fluctuations

**H**AIL insurance is peculiarly unsuited to the mutual plan. The record of premiums and losses shows enormous annual fluctuations. When losses are high the tendency is for mutual or state fund losses to go unpaid. Even when the losses in general are moderate a mutual may be swamped by localized storms.

The temptation in mutual insurance is a promise of low rates. If losses were about the same year after year the mutual would have the same argument that is made in other lines, and would get the same share of the business. This is about 10 or 12 percent, coming from those who are willing to trade part of their security for a partial saving in premium. Buying mutual insurance at best is like making a cheap suit do. Men who go on the principle that the best is the cheapest, in clothing, farm machinery, fences, etc., will occasionally try cheap insurance, because they do not understand how the cost is governed.

**I**N hail insurance, however, the ups and downs of the loss ratio make mutual insurance particularly unsuitable. Naturally, when the object is to offer a low price, the mutual rates are no more than enough for an average year. Then a bad year proves them absolutely insufficient and the members cannot collect more than a share of their losses. Assessments do not bring in enough money, because so many members will not pay assessments.

A few years ago all the hail mutuals of Kansas were laid flat. The losses were far beyond their resources. There was scarcely one left in the field, although that state had a number that were considered strong, for mutuals.

**A** STOCK company, of course, may suffer severe losses, but it pays them. The number of stock companies that have "taken a trimming" and quit the hail business exceeds the number that remained in it. When a stock company loses and quits the field it makes a present to the farmers of all it has lost. When a mutual loses, the loss falls on the members.

Taken as a whole, the farmers buying

stock company insurance have gained more than the stock companies have made. That is, the losses of those that were "burnt up" far exceed the profits of those that made any profit. The difference has been pure profit to the farmers as a whole. There can be no such profit on the mutual plan. In a mutual, if the losses are paid, the farmers pay them; if they are not paid, the farmers just don't collect.

**T**HE truth is, it is doubtful if any stock company has yet made a profit on its whole hail insurance experience. The business may be getting to a point where a small profit may be realized, but it is doubtful if any company has yet got back what it lost in the early days.

Any year may be a bad year for the stock companies, and the same is true of the mutuals. The difference is that the policyholders in the stock company get their money in a bad year, while experience shows that the policyholders in a mutual may not.

The state hail funds have a curious history. Year after year most of them go along paying "short" on hail losses, with a big celebration when one occasionally pays in full. It is difficult to see why they should be continued, except that the farmers feel they are some protection against high rates. But where the insurance is optional, the wise farmer will let the state fund stand and take his own insurance where he will get paid for his loss.

**W**HAT is the object of insurance, anyhow, that doesn't pay a loss? If a farmer feels that partial payment will take the edge off a hail disaster, let him cut down his insurance per acre and save his premium that way, where it means something to him. Why pay a premium, expecting certain amount of insurance, but knowing that only a part of it may be paid?

All the reasons in favor of insurance are in favor of good insurance. If a farmer feels like carrying his own risk, that is one thing. If, however, he wants protection, then he wants the protection he pays for.

### The Adjusters' Work Sheet

(CONTINUED FROM PAGE 7)

**I**N ORDER that counts or tests may be properly recorded, a form has been prepared which is called the "Hail Loss Work Sheet." A special form will be used for small grain losses, one for corn losses and one for fruit losses. If it becomes necessary to devise additional forms to cover other classes of crops, they will be prepared later. The work sheets are of a convenient size to be carried in the coat pocket and the book contains a tissue sheet which remains bound in the book as the adjuster's permanent record of his work. Adjusters should keep these records for at least two years. Entries on this sheet should be made in the field at the conclusion of each test—not at the hotel or from memory. After filling in the necessary identifying information at the head of the sheet, enter your estimate of yield in terms used for that particular crop, such as bushels of grain, tons of alfalfa, barrels of apples, crates of berries, etc., follow the printed instructions on both sides of the book cover and make entries in every column where entries are to be made.

**W**HEN test No. 1 has been completed, write the numeral 1 on the diagram in the approximate location where the test was made. Follow the same procedure with the remaining tests. This method will enable the ad-

juster on a subsequent loss to make his counts in approximately the same locations where yours were made, and will automatically correct an overpayment which may have been inadvertently made by the first adjuster. Damage from causes other than hail must also be shown, because there are few fields that do not contain some damage from insect and animal pests, plant diseases, wind, rain, drought, etc. All competent adjusters keep in touch with crop conditions in their territory and are constantly receiving bulletins from the various agricultural colleges, experiment stations and other recognized authorities in this respect. The hail policy covers direct damage by hail only and injury from other causes must be eliminated—otherwise we will be placed in the position of assuming a liability that is not contemplated in the hail contract or in the hail rates. While the percentage damage from agencies other than hail does not enter into your average hail loss figure, still it should be clearly indicated as a protective measure in the event of future complications.

**E**XPLAIN every step of the adjustment procedure to the insured as you go along. Keep on testing until the insured agrees that fair average has been secured. If the insured assists in making the counts—and it is desirable

that he should—then he cannot dispute the accuracy of the tests. Add up the total number of individuals out of each 100 destroyed by hail and divide by the number of tests made, and the correct percentage loss is arrived at. Agree with him on the individual counts when made and when you have finished it will not be difficult to get his signature on the work sheet. When that is accomplished the adjustment is made.

**A**VOID all reference to money award while making tests, because the percentage damage must first be determined before it can be translated into terms of dollars on the proof of loss. Be fair and honest with tests, because the companies have no desire to withhold from any insured money that is justly due him, neither do they wish to pay him a dollar more than he has coming. Having arrived at the percentage of loss stand on it. If it amounts to 19.5 percent, do not make it 20 percent in the proof. An average overpayment of 1 percent on a loss means 5 percent on the premium income? Since very few, if any, of the companies have made a profit of 5 percent in the hail business during recent years, these seemingly small overpayments of 1 percent here and there may well represent the difference between profit and loss. After a fire adjustment has been made on the basis of actual loss sustained or of the replacement cost, does the fire adjuster add \$50 or so, or two or three percent in order to satisfy the insured? Everybody knows he doesn't. Then why should a hail adjuster deviate in any manner from the actual percentage damage as shown by his work sheet?

**I**F, FOR any reason, tests cannot be made, there is room on the form to explain fully, but such instances are rare. The main thing is to avoid guess work. If the crops are in a stage of growth or development which makes an accurate adjustment impossible or impractical at the time of your first visit, go away and leave them. Agents and insureds both know that the companies are responsible, so will not, as a rule, object to deferring any adjustment if it cannot be accurately made on first inspection. When the time comes that every hail adjuster follows the same method of adjusting a loss and carefully counts it out in the presence of the insured, 50 percent of our hail troubles will be over. About the only valid objection made to the foregoing method of adjustment is that it takes up too much of the adjuster's time. I sincerely hope that it reduces the speed used in the past. A fire loss involving \$5,000 sometimes takes several days' time and painstaking effort on the part of the adjuster, but hail men have frequently cleaned up losses of that size in a few hours' time. Our former methods are not logical any way you look at them. The same kind of dollars are used in paying hail losses as are used in pay-

ing fire losses and the hail dollars should naturally be safeguarded in a similar manner.

**R**IIGHT here I should like to pay my respects to the adjuster whose awards always show multiples of 5 percent. How many times will a correct percentage count come out in multiples of 5, such as 5 percent—10 percent—25 percent, etc.? Rarely, if ever. It is a mathematical impossibility. How then, can one help but conclude that "multiple of five" adjustments are incorrect and reflect a "settlement" rather than an adjustment? Is there any man so experienced in hail adjustment work and possessed of such a keen and discerning eye that he can walk upright through a field or view it from the roadside and determine accurately what the percentage damage is? I doubt it. My personal opinion is that the average adjuster must get right down in the dirt and count it out. By so doing he will not only arrive at the actual percentage damage, but will earn the respect of the insured as well as that of our agent.

**T**HE job of a hail adjuster is no easy one. It entails long hours of strenuous work and requires years of experience in addition to the necessary mental and physical equipment in order to qualify. The position is of extreme importance, because the only personal contact between the company and its policyholder is established by the adjuster in event of loss. Agency relations should not be taken into consideration when adjusting hail losses, because the same treatment should be accorded the agent who writes \$100 in premiums as the one who produces \$10,000.

**L**ET no thought of what effect your adjustments may have on future business in the vicinity influence your work in the slightest degree. If the loss is adjusted carefully and in strict accordance with the terms of our policy contract your duties have been faithfully performed. Upon your work, therefore, rests the future of the hail business, not only because of the effect that your adjustments may have on the immediate loss record of the individual company by whom you are employed, but from the favorable or unfavorable reaction upon the business as a whole which is bound to result from your work in a community. If your duties are performed in a proper manner, the business of hail insurance will be perpetuated and you will continue to receive profitable employment. Carelessness, incompetency, laziness and dishonesty spell disaster for us all.

Man has many ways and means to stop fires when they get going, but when a windstorm starts all he can do is to run for cover. Insurance protection from tornadoes is doubly valuable because of this uncontrollable feature.

| HAIL LOSS WORK SHEET (SMALL GRAINS)  |                       |                |                 |                 |        |       |       |       |       |        |       |
|--|-----------------------|----------------|-----------------|-----------------|--------|-------|-------|-------|-------|--------|-------|
| Injured.....   | Interest in Crop..... | Policy No..... | Loss No.....    |                 |        |       |       |       |       |        |       |
| The _____  |                       |                |                 |                 |        |       |       |       |       |        |       |
| Hail Storm occurred on the _____ day of _____ 19____ at about the hour of _____ M.   |                       |                |                 |                 |        |       |       |       |       |        |       |
| NUMBER OF STRAWS OR INDIVIDUALS IN EACH 10' DAMAGED BY HAIL  |                       |                |                 | STAGE OF GROWTH |        |       |       |       |       |        |       |
| Adjuster's Estimate of Time  | Straw                 | Straw Length   | No. Straws Lost | Green           | Yellow | Black | White | Flour | Grain | Kernel | Prune |
| TEST No. 1   |                       |                |                 |                 |        |       |       |       |       |        |       |
| TEST No. 2   |                       |                |                 |                 |        |       |       |       |       |        |       |
| TEST No. 3   |                       |                |                 |                 |        |       |       |       |       |        |       |
| TEST No. 4   |                       |                |                 |                 |        |       |       |       |       |        |       |
| TEST No. 5   |                       |                |                 |                 |        |       |       |       |       |        |       |
| AVERAGE HAIL LOSS  |                       |                |                 |                 |        |       |       |       |       |        |       |
| On _____ SEC. _____ Twp. _____ Rec. No. of Acres _____   | END OF CROP           |                |                 |                 |        |       |       |       |       |        |       |
| NUMBER OF STRAWS OR INDIVIDUALS IN EACH 10' DAMAGED BY HAIL  |                       |                |                 | STAGE OF GROWTH |        |       |       |       |       |        |       |
| Adjuster's Estimate of Time  | Straw                 | Straw Length   | No. Straws Lost | Green           | Yellow | Black | White | Flour | Grain | Kernel | Prune |
| TEST No. 1   |                       |                |                 |                 |        |       |       |       |       |        |       |
| TEST No. 2   |                       |                |                 |                 |        |       |       |       |       |        |       |
| TEST No. 3   |                       |                |                 |                 |        |       |       |       |       |        |       |
| TEST No. 4   |                       |                |                 |                 |        |       |       |       |       |        |       |
| TEST No. 5   |                       |                |                 |                 |        |       |       |       |       |        |       |
| AVERAGE HAIL LOSS  |                       |                |                 |                 |        |       |       |       |       |        |       |
| (Show on diagram ap. nominal location where tests were made. Indicate by number of the test, NO. BY PERCENTAGE OF LOSS FOUND.) |                       |                |                 |                 |        |       |       |       |       |        |       |
| Date tests were made. _____ o'clock _____ M.   |                       |                |                 |                 |        |       |       |       |       |        |       |
| Witness to Test _____  |                       |                |                 | Signed _____    |        |       |       |       |       |        |       |
| Witness to Test _____  |                       |                |                 | Attest _____    |        |       |       |       |       |        |       |



ADVERTISING'S job is to sell. Camden advertising's job is to sell *your* services to *your* prospects.

Camden knows that its agents are the very foundation of its success. So, in planning advertising for its agents, Camden has kept itself in the background and laid stress on the agent's personal service. Frankly, this is not a part of a much-shouted service policy but the result of a hard-headed realization that if we want to sell more insurance we must sell more prospects on the reliability of our agents.

This advertising will win increased recognition for Camden agents in their own communities. It will impress their prospects with the desirability and the economy of complete, planned, insurance coverage. It will help convince prospects that a Camden agent is a man competent to solve all their insurance problems as a professional insurance advisor.



A personal helpful agency company with traditions of age and fair dealing.

**CAMDEN FIRE INSURANCE ASSOCIATION**  
Camden, New Jersey



These are reproductions of posters printed in attractive colors by companies the

## AMERICA FORE SERVICE

Hail Insurance is a most necessary coverage! The danger of damage to growing crops by hailstorms is not concentrated in any certain locality — it is nationwide.

The companies of the "America Fore" Group writing Hail Insurance, are assisting their agents in every possible way to sell more Hail Insurance Protection.



FOLD ENVELOPE

Small two-fold envelope for mailing  
Agents in quantity for use in mail  
pective buyers of insurance

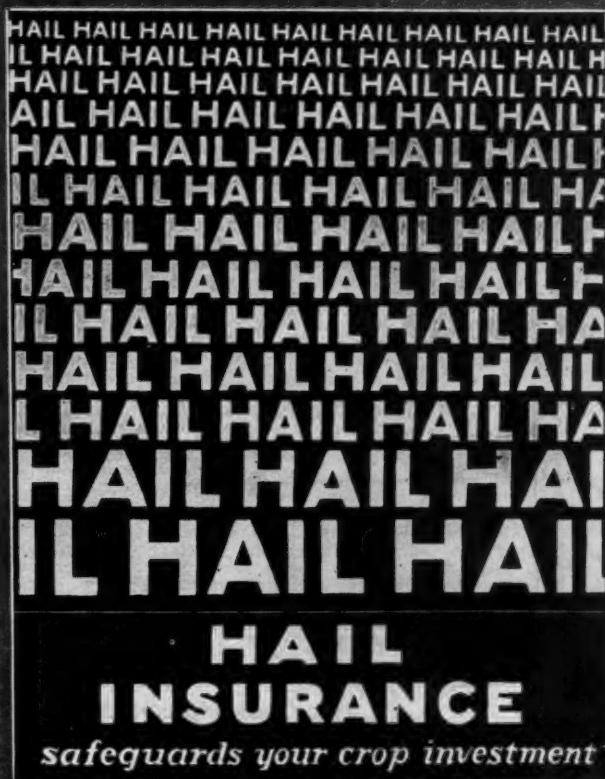
**The AMERICA FORE GROUP**  
THE CONTINENTAL INSURANCE COMPANY  
AMERICAN EAGLE FIRE INSURANCE COMPANY

*Eighty Maiden Lane,*

NEW YORK

CHICAGO

**THE FIDELITY AND SURETY COMPANY**  
ERNEST STURM, President  
WADE F. PRESTON, Vice President  
SAN FRANCISCO



named the "America Fore" Group to help their agents sell more Hail Insurance.



## HAIL WRITING OFFICES

|                           |   |     |                                     |                          |
|---------------------------|---|-----|-------------------------------------|--------------------------|
| Chicago, Illinois         | - | -   | -                                   | Box 771, 844 Rush Street |
| Minneapolis, Minnesota    | - | -   | -                                   | 1106 Plymouth Bldg.      |
| Great Falls, Montana      | - | 707 | First National Bank Bldg., Box 1515 |                          |
| Omaha, Nebraska           | - | -   | 777                                 | Brandeis Theatre Bldg.   |
| Topeka, Kansas            | - | -   | -                                   | 302 Mulvane Bldg.        |
| Oklahoma City, Oklahoma   | - | -   | -                                   | 420 Mercantile Bldg.     |
| Sioux Falls, South Dakota | - |     | Citizens National Bank Bldg.        |                          |

## CANADIAN DEPARTMENT

|                      |   |   |   |                   |
|----------------------|---|---|---|-------------------|
| Regina, Saskatchewan | - | - | - | Canada Life Bldg. |
| Winnipeg, Manitoba   | - | - | - | 306 Kennedy Bldg. |
| Calgary, Alberta     | - | - | - | P. Burns Bldg.    |

# GROUP of Insurance Companies

# **FIRE INSURANCE COMPANY**

**THE STATE INSURANCE CO.**

**THE INSURANCE CO.  
OF FLORIDA**

TURMAN of the  
U.S. A. D.

JL L. President

## AND SUALTY

## TURMAN of the B

DE FE, President

J FRASCO

100

*New York, N.Y.*

**NIAGARA FIRE INSURANCE COMPANY  
MARYLAND INSURANCE COMPANY OF DELAWARE**

*New York, N.Y.*

1

DALLAS)

— 1 —

MONTREAL

## Are you looking ahead?

We offer agents especially in the smaller towns and villages of the great agricultural regions of the middle west the opportunity to increase their annual income by completing their present lines by adding the group of sound life insurance contracts offered by the Bankers Life of Nebraska.

You must do more than protect your client's property. You must protect his most valuable asset—his life. We adequately serve the life insurance needs of this huge agricultural district from a home office located in the heart of this region.

### We offer responsible agents:

an attractive contract

ample territory for expansion

a definite plan of development

a home office school of instruction for agents

whole hearted home office supervision and support and the prestige of being associated with a strong, conservative legal reserve company that has been in business over 43 years.

Agency openings in

|                 |                 |                     |                      |
|-----------------|-----------------|---------------------|----------------------|
| <b>Idaho</b>    | <b>Michigan</b> | <b>Oklahoma</b>     | <b>Utah</b>          |
| <b>Illinois</b> | <b>Missouri</b> | <b>Oregon</b>       | <b>Washington</b>    |
| <b>Iowa</b>     | <b>Nebraska</b> | <b>Pennsylvania</b> | <b>West Virginia</b> |
| <b>Kansas</b>   | <b>Ohio</b>     | <b>South Dakota</b> | <b>Wyoming</b>       |

## BANKERS LIFE INSURANCE COMPANY of Nebraska

Home Office: Lincoln, Nebraska

This coupon may mean your future success:

**Bankers Life Insurance Company of Nebraska,  
Lincoln, Nebraska**

Gentlemen:

I have a genuine desire to advance by representing your company in my territory. Without obligating me please send complete information regarding an agency connection.

Name .....

Address .....

City.....

State.....

## Canadian Hail Business Back to Normal in 1929

After two years with loss ratios of 100 percent or over, members of the Canadian Hail Underwriters Association finally came out of the red and experienced a loss ratio of 28 percent in 1929. The premium income for 1929 was practically cut in half when only \$3,709,197 was written compared with \$7,324,114 in 1928. This reduction was largely due to the poor crop condition at the time hail insurance is written. The loss ratios in Alberta have been startlingly high for the past two years, being 127 percent in 1928 and 159 percent in 1927. Last year it was reduced to 49.7 percent. Saskatchewan's experience in 1929 showed a loss ratio of only 20.8 percent compared with 88 percent in 1928.

The experience in writing hail business in Canada in 1929 having been much more favorable than in the previous years, it is anticipated that more of this business will be written this year, and indications are that

there will be more companies in the field writing this class of business. Already some four or five companies have announced their intention of entering the field. There are certain influences which may affect the business to a certain extent, such as the poor price of wheat, and the fact that last year's loss ratio was only 28 percent, which might have an effect on a lower volume of business being placed by the farmers, who already have forgotten the tremendous losses sustained in 1927 and 1928. As far as underwriting goes, there is practically no change as to rates. When the Canadian Hail Underwriters Association met in Montreal in January this year, very few important changes were made outside of the adjustment of rates either up or down in the various localities.

The totals and individual company experience by the three Canadian provinces follow:

|                        | 1929        | Loss      | 1928        | Loss      | 1927        | Loss      | 1926        |      |
|------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                        | Prem.       | Ratio     | Prem.       | Ratio     | Prem.       | Ratio     | Prem.       | Loss |
| Manitoba ....          | \$ 431,238  | 18.4      | \$ 610,643  | 43        | \$ 470,953  | 36        | \$ 407,007  | 30   |
| Saskatchewan 2,319,504 | 20.8        | 3,670,503 | 88          | 3,563,495 | 69          | 2,703,508 | 74          |      |
| Alberta ..... 958,365  | 49.7        | 3,042,578 | 127         | 2,586,069 | 159         | 1,632,180 | 64          |      |
| Total.....             | \$3,709,197 | 28.0      | \$7,324,114 | 100       | \$6,620,537 | 101       | \$4,803,004 | 66   |

### PREMIUMS AND LOSSES BY COMPANIES

|                           | MANITOBA   |           | SASKATCHEWAN |            | ALBERTA    |            |
|---------------------------|------------|-----------|--------------|------------|------------|------------|
|                           | Prem.      | Losses    | Prem.        | Losses     | Prem.      | Losses     |
| Aetna.....                | \$ 2,705   | \$ 905    | \$ 41,407    | \$ 8,156   | \$ 36,090  | \$ 36,714  |
| Agricultural.....         | 8          | 1,021     | 11,747       | 1,702      | .....      | .....      |
| Alliance, Eng.....        | 21,189     | 5,661     | 59,880       | 20,851     | .....      | .....      |
| Alliance, Pa.....         | .....      | .....     | 60,940       | 11,747     | 8,469      | 2,660      |
| Bee Hall.....             | 8,373      | 654       | 46,002       | 5,940      | 39,247     | 23,260     |
| Canadian Fire.....        | 6,595      | 643       | 16,797       | 3,912      | .....      | .....      |
| Canadian Indem.....       | 14,297     | 1,890     | 84,704       | 20,881     | 50,787     | 9,406      |
| Canada Security.....      | 15,136     | 7,966     | 22,443       | 8,098      | .....      | .....      |
| Car & General.....        | 16,790     | 898       | 23,841       | 10,085     | 42,311     | 36,823     |
| Citizens.....             | 3,568      | 253       | 68,974       | 11,606     | 43,965     | 24,855     |
| City of N. Y.....         | .....      | .....     | 135,336      | 25,182     | 20,659     | 2,249      |
| Connecticut Fire.....     | 22,982     | 5,446     | 139,493      | 25,157     | 27,481     | 5,250      |
| Equitable F. & M.....     | 12,801     | 573       | 46,175       | 8,127      | 8,361      | 3,477      |
| Franklin Fire.....        | 7,921      | 1,447     | 7,883        | 562        | 7,316      | 3,402      |
| General Accident.....     | 11,752     | 1,319     | .....        | .....      | .....      | .....      |
| General Acci. F. & L..... | 19,745     | 3,764     | 158,061      | 36,066     | .....      | .....      |
| General Casualty.....     | 7,941      | 564       | 50,220       | 9,802      | 11,462     | 4,335      |
| Glens Falls.....          | 37,011     | 8,894     | 75,212       | 26,803     | 31,972     | 10,989     |
| Globe & Rutgers.....      | 7,645      | 2,293     | 22,897       | 5,069      | 46,588     | 21,972     |
| Great American.....       | 7,769      | 219       | 33,354       | 5,699      | 29,444     | 25,344     |
| Hartford Fire.....        | 15,202     | 707       | 152,361      | 33,832     | 68,479     | 33,435     |
| Home, N. Y.....           | 12,975     | 6,571     | 92,419       | 17,143     | .....      | .....      |
| Ins. Co. of No. Amer..... | 3,433      | 118       | 34,474       | 4,950      | 43,887     | 29,445     |
| London, Canada.....       | 4,971      | 241       | 25,129       | 2,814      | 66,171     | 29,408     |
| London & Scottish.....    | 13,770     | 2,446     | 41,533       | 7,049      | 4,076      | 1,036      |
| Maryland.....             | .....      | .....     | 3,165        | 601        | 19,993     | 12,030     |
| Merchants, N. Y.....      | .....      | .....     | 81,232       | 17,018     | .....      | .....      |
| National Union Fire.....  | 383        | .....     | 1,389        | .....      | 20,733     | 13,518     |
| N. Y. Underwriters.....   | 57,073     | 6,687     | 59,886       | 20,851     | .....      | .....      |
| Niagara Fire.....         | 1,922      | 332       | 18,001       | 3,177      | 20,794     | 18,325     |
| Nova Scotia F. Un.....    | 2,401      | .....     | 13,198       | 1,434      | 5,969      | 3,934      |
| Phoenix Ins., Conn.....   | 9,883      | 1,194     | 96,315       | 26,123     | .....      | .....      |
| Rochester Under.....      | .....      | .....     | 23,949       | 6,340      | 58,629     | 33,699     |
| Royal Exchange.....       | 13,478     | 1,956     | 53,020       | 9,446      | 39,629     | 12,601     |
| Scottish Canadian.....    | 7,577      | 1,028     | 22,588       | 6,614      | .....      | .....      |
| Sentinel.....             | .....      | .....     | 71,394       | 11,378     | 21,885     | 13,252     |
| Springfield F. & M.....   | 2,941      | 319       | 38,160       | 6,349      | 15,665     | 17,368     |
| St. Paul F. & M.....      | 11,052     | 2,504     | 93,345       | 12,084     | 32,616     | 13,505     |
| United Assur. Under.....  | 11,634     | 283       | 157,829      | 20,714     | 72,119     | 26,266     |
| Westchester Fire.....     | 31,500     | 11,569    | 66,911       | 11,630     | 14,184     | 2,557      |
| Western Underwriter.....  | 3,694      | 88        | 21,839       | 6,317      | .....      | .....      |
| Winnipeg Fire Under.....  | 2,280      | .....     | 8,983        | 421        | 5,822      | 2,434      |
| World F. & M.....         | .....      | .....     | 37,212       | 12,093     | 25,631     | 3,199      |
| Total, 1929.....          | \$ 431,238 | \$ 79,427 | \$ 2,310,594 | \$ 483,623 | \$ 968,365 | \$ 476,429 |
| Loss Ratio.....           | 18.41%     | 20.84%    | 20.71%       | 49.71%     | .....      | .....      |



This was once a valuable cotton crop, but after a severe hail storm there wasn't much left as the picture will testify. There was no hail insurance on this crop and therefore the owner lost his season's labor and expense on the crop. (Rain & Hail Insurance Bureau Photo)

## Hail General Agents for 1930

**ANDERSON & MASON,**  
Regina, Sask.  
City of New York and State Assurance.

**BAKER INSURANCE AGENCY,**  
Fargo, N. D.  
St. Paul Fire & Marine for southern North Dakota; Maryland Fire for North Dakota.

**BELL, MITCHELL & SHIELDS,**  
Regina, Sask.  
Agricultural and St. Paul F. & M. for Saskatchewan.

**BLACKETT INSURANCE AGENCY,**  
Edmonton, Alta.  
Alliance, Pa., for Alberta.

**EDWARD BROWN & SONS,**  
San Francisco  
Globe & Rutgers, Agricultural and Hudson for Oregon, Washington, Idaho, Montana and Utah (handled by Spokane office), and southern California and Arizona (Los Angeles office).

**H. G. CARPENTER & CO.,**  
Fargo, N. D.  
Niagara Fire for North Dakota and Montana.

**CAVANAUGH & CO.,**  
Omaha, Neb.  
Harmonia and Homestead for Kansas and Nebraska.

**JOHN M. COGLEY, INC.,**  
Sioux Falls, S. D.  
Maryland, Carolina and Homestead.

**PAUL COLSON AGENCY,**  
Fremont, Neb.  
Hudson Underwriters for Nebraska.

**ED. P. GOSGRIFF,**  
Fargo, N. D.  
New Brunswick Fire for North Dakota.

**CRAVENS, DARGAN & CO.,**  
Houston, Tex.  
American Equitable, Camden Fire, New York Fire, Potomac and St. Paul Fire & Marine for Texas.

**JOHN E. DAWSON,**  
Great Falls, Mont.  
Rocky Mountain Fire (manager), Northwestern Fire & Marine and Twin City Fire for Montana.

**DAWSON INSURANCE AGENCY,**  
Fargo, N. D.  
Providence Washington for North Dakota.

**WILL S. EBERLE,**  
Oklahoma City  
Alliance for Oklahoma.

**ELLIS & KRAETSCH CO.,**  
Des Moines, Ia.  
Northwestern Fire & Marine and Twin City Fire for Iowa.

**ENCK & LINNELL,**  
Minneapolis  
New England, Carolina and Harmonia for Minnesota.

**EQUITABLE SECURITIES CORP.,**  
Calgary, Can.  
World Fire & Marine for Alberta.

**FARGO HAIL SERVICE CO.,**  
Fargo, N. D.  
East & West for North Dakota.

**C. S. GUNN & CO.,**  
Winnipeg  
Mercury.

**HEDWELL-SUNDBERG CO.,**  
Minneapolis  
Hudson, Hudson Underwriters and Westchester Fire for Oklahoma, Kansas, Colorado, Nebraska, Montana, North Dakota, South Dakota, Minnesota, Wisconsin, Illinois, Indiana, Missouri.

**HOLLISTER, DUX & HOLLISTER,**  
Sioux Falls, S. D.  
Alliance, Pa.

**HORNIBROOK, WHITTEMORE & ALLAN,**  
Calgary, Alta.  
Rochester Underwriters for Alberta and Saskatchewan, St. Paul Fire & Marine for Alberta, Scottish Canadian for Saskatchewan.

**KERN AGENCIES, LTD.,**  
Moose Jaw, Sask.  
Merchants of New York, Sentinel Fire and Fidelity Fire for Saskatchewan.

**A. J. LOVE & CO.,**  
Omaha, Neb.  
Alliance for Nebraska.

**W. C. LYLE,**  
Omaha, Neb.  
St. Paul Fire & Marine for Nebraska.

**K. T. MARTIN,**  
Fort Worth, Tex.  
Northwestern Fire & Marine.

**McCALLUM, HILL & CO.,**  
Regina, Can.  
Bee Hail and World F. & M.

**C. C. McKNIGHT,**  
Enid, Okla.  
Carolina for Oklahoma and Georgia Home for Kansas.

**MILLER-STUDEBAKER AGENCY,**  
Topeka, Kan.  
City of New York and Franklin for Kansas.

**MILLIGAN BROTHERS,**  
Aberdeen, S. D.  
St. Paul Fire & Marine for South Dakota.

**MORRISON & COMPANY, INC.,**  
Omaha, Neb.  
Globe & Rutgers and Globe Underwriters for Nebraska, Kansas, Colorado, South Dakota, Wyoming and Iowa.

**NELSON-COOPER COMPANY,**  
Grand Forks, N. D.  
General Agents, Massachusetts Fire & Marine for North Dakota.

**W. J. OTJEN,**  
Enid, Okla.  
Security, Conn., and United States Fire for Texas and Oklahoma.

**REINHARDT, WEST & CO.,**  
Dallas, Tex.  
Providence Washington.

**REYNOLDS BROTHERS,**  
Fremont, Neb.  
Providence Washington for Nebraska.

**SHAW GENERAL AGENCY,**  
McPherson, Kan.  
Security, Conn., New Haven Underwriters and United States Fire for Kansas; New Haven Underwriters and North River in Oklahoma.

**UPSHER & OLINGER,**  
Oklahoma City  
National Security Fire for western and northwestern Oklahoma.

**VAN ARSDALE-OSBORNE,**  
Wichita, Kan.  
St. Paul Fire & Marine for Kansas and Oklahoma.

**WALSH-HERBERG-LARSON CO.,**  
Minneapolis, Minn.  
General agents National Security Fire for Minnesota and North Dakota.

**H. A. WELD CO.,**  
Billings, Mont.  
Merchants Fire of New York for Montana, Idaho and Washington.

**FLOYD WEST & CO.,**  
Dallas, Tex.  
Providence Washington for Texas.

**WILDER GENERAL AGENCY,**  
Grand Forks, N. D.  
St. Paul Fire & Marine for northern North Dakota.

**J. PIERCE WOLFE,**  
Moorhead, Minn.  
Security, Conn., for Minnesota, North Dakota and South Dakota.

**J. F. ZIMMER,**  
Lincoln, Neb.  
Security, Conn.

**E. M. ZUEL & CO.,**  
Mankato, Minn.  
New Brunswick Fire.

### Constitutes Approval

In a hail insurance court decision in Kansas it was held that where an insurance company furnishes its local agent with specially prepared applications for preliminary hail insurance, to become effective by the terms of the application 24 hours after the signing of the application by the owner of the property and the agent of the company, and to continue as a special agreement until 24 hours after the receipt of the application at the policy writing office of the company, the signing of the application by the local agent on behalf of the company is an approval thereof and a waiver of any omissions or defects therein, as far as the preliminary insurance is concerned, to the same extent as an approval by the company. Wright v. Providence Washington Supreme Court, Kansas.

### "RETURN MAIL SERVICE"

# Service

The Miller-Studebaker Agency defines that much abused word service in terms of friendly help, personal contact, responsibility and understanding sympathy of agents problems. Agents are extremely pleased with our "personalized" engineering and adjusting service.

## General Agent

### For Kansas

### Representing

**CALEDONIAN INSURANCE CO.**

**CALEDONIAN-AMERICAN INSURANCE CO.**

**CITY OF NEW YORK INSURANCE CO.**

**FRANKLIN FIRE INSURANCE CO.**

**GLOBE FIRE UNDERWRITERS**

**HOMELAND INSURANCE CO.**

**MINNEAPOLIS FIRE & MARINE INSURANCE CO.**

### Casualty

**AUTOMOBILE UNDERWRITERS INSURANCE CO.**

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## Toll of Most Damaging Wind Storms in History

HERE is a list of the most damaging and disastrous tornadoes and wind storms in history as listed by the United States Weather Bureau. The 1929 additions include a \$2,000,000 storm which swept over southeastern Nebraska and five others which wrecked havoc to the tune of \$1,000,000 or more.

Last year there were 158 tornadoes and probable tornadoes recorded by the United States Weather Bureau, which caused \$7,682,000 in property damage and 258 deaths. To the classification "tornadic winds and possible tornadoes" the bureau attributes \$1,347,000 damage. The list follows:

| Location                                     | Date                   | Killed           | Injured | Bridges | Dest.             | Property Loss |  |
|--|------------------------|------------------|---------|---------|-------------------|---------------|--|
| Richmond Co., N. Car.                        | Feb. 19, 1884          | 18               | 125     | 55      | Heavy damage      |               |  |
| Minn. and Wis.                               | Sept. 9, 1884          | 6                | 75      | 365     | \$4,000,000       |               |  |
| Camden Co., N. J.                            | Aug. 3, 1885           | 6                | 100     | 500     | 500,000           |               |  |
| Fayette Co., O.                              | Sept. 8, 1885          | 6                | 100     | 300     | 500,000           |               |  |
| Alabama                                      | Nov. 6, 1885           | 13               | 50      | ...     | Heavy loss        |               |  |
| Benton Co., Minn.                            | Apr. 14, 1886          | 74               | 136     | 128     | \$4,000,000       |               |  |
| Xenia, O.                                    | May 12, 1886           | 57               | ...     | 185     | 1,300,000         |               |  |
| Prescott Co., Kans.                          | Apr. 21, 1887          | 20               | 237     | 330     | 1,000,000         |               |  |
| Mt. Vernon, Ill.                             | Feb. 15, 1888          | 39               | 125     | ...     | Nearly destroyed  |               |  |
| Maryland and Delaware                        | Aug. 22, 1888          | 11               | ...     | ...     | Severe            |               |  |
| Reading, Pittsburgh, Pa.                     | Jan. 9, 1889           | 33               | ...     | ...     | Heavy loss        |               |  |
| Mo., Ohio and Ky.                            | Jan. 10, 1890          | 18               | ...     | ...     | Severe            |               |  |
| Louisville, Ky.                              | Mar. 27, 1890          | 113              | 200     | 900     | \$2,500,000       |               |  |
| So. Lawrence, Mass.                          | July 26, 1890          | 9                | 40      | ...     | Great loss        |               |  |
| Mt. Carmel, Pa.                              | June 26, 1891          | 7                | ...     | ...     | Much damage       |               |  |
| Minnesota                                    | June 16, 1892          | 50               | ...     | ...     | Great loss        |               |  |
| Georgia, So. Car., Coast                     | Aug. 28, 1893          | 1,000            | ...     | ...     | Sweeping devast.  |               |  |
| Gulf Coast, La.                              | Oct. 2, 1893           | 2,000            | ...     | ...     | Sweeping devast.  |               |  |
| Williams Co., O.                             | May 17, 1894           | 7                | 30      | 50      | One village dest. |               |  |
| Minn. and Iowa                               | Sept. 22, 1894         | 75               | ...     | ...     | Great destruction |               |  |
| Tacoma, Wash.                                | June 4, 1895           | ...              | ...     | ...     | Great destruction |               |  |
| Iowa, Ill., Mich., Mo., Tex.                 | May 15-27, 1896        | 500              | ...     | ...     | \$20,000,000      |               |  |
| Kirkville, Mo.                               | Apr. 27, 1899          | 50               | ...     | ...     | Great loss        |               |  |
| New Richmond, Wis.                           | June 12, 1899          | 116              | ...     | ...     | Great loss        |               |  |
| Galveston, Tex.                              | Sept. 6, 1900          | 6,000            | ...     | ...     | \$30,000,000      |               |  |
| Georgia                                      | June 1, 1903           | 78               | ...     | ...     |                   |               |  |
| Moundville, Ala.                             | Jan. 22, 1904          | 36               | 80      | 75      | 100,000           |               |  |
| Snyder, Okla.                                | May 10, 1905           | 87               | 49      | ...     | Severe damage     |               |  |
| Meridian, Miss.                              | Mar. 2, 1906           | 23               | ...     | ...     | \$400,000         |               |  |
| Tennessee                                    | Apr. 29, 1909          | 60               | 100     | ...     | 800,000           |               |  |
| Omaha, Neb.                                  | Mar. 23, 1913          | 94               | 300     | 600     | 3,500,000         |               |  |
| Texas  | Aug. 18, 1916          | 13               | ...     | ...     | 2,000,000         |               |  |
| Peoria Ill.                                  | July 31, 1916          | ...              | ...     | ...     | 500,000           |               |  |
| Ala., Ga. and Miss.                          | Feb. 23, 1917          | 13               | ...     | ...     | Severe loss       |               |  |
| New Albany, Ind.                             | Mar. 23, 1917          | 43               | 100     | ...     | \$1,133,000       |               |  |
| Coles Co., Ill.                              | May 26, 1917           | 133              | 750     | ...     | 3,600,000         |               |  |
| Coleville, Kans.                             | June 1, 1917           | 30               | ...     | ...     | 500,000           |               |  |
| Chicago, Ill.                                | Jan. 6, 1918           | ...              | ...     | ...     | Heavy wind dam.   |               |  |
| Cowarts, Ala.                                | Jan. 11, 1918          | 7                | ...     | ...     | Severe loss       |               |  |
| Illinois and Iowa                            | May 9, 1918            | ...              | ...     | ...     | Severe tornadoes  |               |  |
| Boone, Ia.                                   | May 21, 1918           | 7                | ...     | ...     | \$1,000,000       |               |  |
| Eufala, Ala.                                 | Mar. 4, 1919           | 4                | ...     | ...     | 1,000,000         |               |  |
| Fergus Falls, Minn.                          | June 22, 1919          | 60               | 150     | 250     | 4,500,000         |               |  |
| Northern Ohio                                | Aug. 5, 1919           | ...              | ...     | ...     | 2,000,000         |               |  |
| Florida Coast                                | Sept. 10, 1919         | ...              | ...     | ...     | Sweeping hurric.  |               |  |
| Corpus Christi, Tex.                         | Sept. 14, 1919         | 500              | ...     | ...     | \$25,000,000      |               |  |
| Atlantic Coast                               | Feb. 4-6, 1920         | ...              | ...     | ...     | Many mil. loss    |               |  |
| Ala., Ga., Ill., Ind., Mich., Mo., O., Wis.  | Mar. 28, 1920          | 161              | ...     | ...     | \$15,000,000      |               |  |
| Miss., Ala., Tenn.                           | Apr. 20, 1920          | 233              | ...     | 200     | 2,000,000         |               |  |
| Connecticut                                  | Aug. 31, 1920          | 2                | 100     | ...     | 2,000,000         |               |  |
| Gardner, Ga.                                 | Feb. 10, 1921          | 30               | ...     | ...     | Severe            |               |  |
| Tampa, Fla.                                  | Oct. 25, 1921          | ...              | ...     | ...     | Much damage       |               |  |
| Hedrick, Ind.                                | Apr. 17, 1922          | 9                | 100     | ...     | \$550,000         |               |  |
| Prairie Farm, Wis.                           | June 15, 1922          | 4                | 12      | ...     | 2,000,000         |               |  |
| New York City                                | June 11, 1922          | 60               | ...     | ...     | Many mil. loss    |               |  |
| Hot Springs, S. D.                           | Aug. 3, 1922           | ...              | ...     | ...     | \$1,000,000       |               |  |
| Mississippi                                  | Mar. 15, 1923          | 18               | 100     | ...     | Heavy damage      |               |  |
| Pineville, La.                               | Apr. 4, 1923           | 20               | ...     | ...     | Heavy damage      |               |  |
| Iowa and Nebraska                            | Sept. 28, 1923         | 14               | ...     | ...     | Big loss          |               |  |
| Shawnee, Okla. (Kans.)                       | Mo., Ill., Ind., Mich. | Mar. 28-30, 1924 | 20      | 141     | ...               | \$3,000,000   |  |
| So. Car., N. Car., Va., Ga.                  | Apr. 30, 1924          | 125              | 700     | ...     | 10,000,000        |               |  |
| Mississippi and South.                       | May 26-28, 1924        | 2                | 100     | ...     | 1,500,000         |               |  |
| Ill., Kans., and S. D.                       | June 12-14, 1924       | 15               | ...     | ...     | 2,000,000         |               |  |
| Lorain, O., (Ia., Ill., Ind.)                | June 28, 1924          | 83               | 500     | ...     | 13,000,000        |               |  |
| Missouri Valley and Mass.                    | July 13-17, 1924       | 8                | 65      | ...     | 4,000,000         |               |  |
| Kans., Mo., Wis., Ga.                        | Sept. 10, 1924-21, '24 | 40               | 30      | ...     | 2,000,000         |               |  |
| Ind., Ill., Mo. and Ky.                      | Mar. 21, 1925          | 815              | 2,939   | ...     | 15,000,000        |               |  |
| Miami, Fla.                                  | Apr. 5, 1925           | 3                | 23      | ...     | 300,000           |               |  |
| N. D. and Minn.                              | May 22, 1925           | ...              | ...     | ...     | 500,000           |               |  |
| Iowa   | June 15, 1925          | ...              | ...     | ...     | 900,000           |               |  |
| Ark. and Miss.                               | Feb. 24, 1926          | 7                | 27      | ...     | 70,000            |               |  |
| Texas  | Mar. 30, 1926          | 1                | ...     | ...     | 1,770,000         |               |  |
| Oklahoma                                     | Apr. 23, 1926          | 4                | 9       | ...     | 110,000           |               |  |
| Ia., Mo., Kans.                              | June 16, 1926          | 2                | 29      | ...     | 600,000           |               |  |
| Florida East Coast                           | July 28, 1926          | 1                | ...     | ...     | 3,050,000         |               |  |
| New York                                     | Aug. 12, 1926          | ...              | ...     | ...     | 1,000,000         |               |  |
| La. and Miss.                                | Aug. 25, 1926          | 25               | 200     | ...     | 6,000,000         |               |  |
| Miami, Fla.                                  | Sept. 18, 1926         | 243              | 300     | ...     | 100,000,000       |               |  |
| Mo., La., Miss., etc.                        | Nov. 25, 1926          | 91               | 300     | ...     | 2,000,000         |               |  |
| La Plata, Md.                                | Nov. 9, 1926           | 14               | ...     | ...     | 100,000           |               |  |
| Fort Smith, Ark.                             | Apr. 12, 1927          | ...              | ...     | ...     | 1,000,000         |               |  |
| Hutchinson, Kan.                             | May 7, 1927            | ...              | ...     | ...     | 625,000           |               |  |
| Decatur, Ill.                                | May 9, 1927            | ...              | ...     | ...     |                   |               |  |
| Poplar Bluff, Mo.                            | May 9, 1927            | 92               | 340     | ...     |                   |               |  |
| Indianapolis                                 | May 18, 1927           | ...              | ...     | ...     | 3,000,000         |               |  |
| St. Joseph, Mo.                              | May 24, 1927           | ...              | ...     | ...     | 200,000           |               |  |
| Kansas City                                  | June 16, 1927          | ...              | ...     | ...     | 150,000           |               |  |
| St. Louis                                    | Sept. 29, 1927         | ...              | ...     | ...     | 30,000,000        |               |  |
| Texas and Oklahoma                           | May 17-18, 1928        | 3                | 50      | ...     | 500,000           |               |  |
| Western Nebraska                             | June 12, 1928          | 2                | 20      | ...     | 100,000           |               |  |
| Southwestern Oklahoma and Southern Kansas    | June 17, 1928          | 12               | 100     | ...     | 1,000,000         |               |  |
| Missouri and Illinois                        | June 19, 1928          | 2                | 25      | 25      | 200,000           |               |  |
| Indiana                                      | June 20, 1928          | 6                | 10      | ...     | 200,000           |               |  |
| North Dakota and western Minnesota           | July 1-3, 1928         | 6                | ...     | ...     | 1,500,000         |               |  |
| Central Indiana                              | July 4, 1928           | ...              | ...     | ...     | 2,000,000         |               |  |
| Nebraska                                     | July 1928              | ...              | ...     | ...     | 1,250,000         |               |  |
| Kentucky                                     | Jan. 18, 1929          | 5                | 200     | ...     | 1,250,000         |               |  |
| Maryland & Virginia                          | Mar. 7, 1929           | 4                | ...     | ...     | 900,000           |               |  |
| Hennepin County, Minn., to Polk County, Wis. | Apr. 5, 1929           | 6                | ...     | ...     | 1,000,000         |               |  |
| Candler & Bullock Counties, Ga.              | Apr. 25, 1929          | 40               | 150     | ...     | 1,020,000         |               |  |
| Iowa (northern half)                         | June 11, 1929          | 1                | ...     | ...     | 1,500,000         |               |  |
| Nebraska (S. E.)                             | June 19, 1929          | 2                | ...     | ...     | 2,000,000         |               |  |
| Hartford, Conn., etc.                        | Aug. 1, 1929           | ...              | ...     | ...     | 1,000,000         |               |  |
| Florida (S. & W.)                            | Sept. 28-30, 1929      | 3                | ...     | ...     | 676,000           |               |  |

## Windrow Shortens Grain Crops Exposure to Hail

By S. K. BJORNSON  
Asst. Manager Rain & Hail Insurance Bureau

SINCE the advent of the combine method of harvesting, hail-writing companies have been subjected to from seven to 15 days longer exposure on grain crops than was the case when binders and headers were in vogue as the only means for harvesting those crops. Not only was the period of liability extended, but during that additional time the crops were usually dead ripe and far more susceptible to damage not only from hail, but by rain and wind which are often confused with hail loss, as well.

It is impossible to estimate what that condition has cost in losses, but undoubtedly it has been a heavy contributing factor to the tremendous losses of late years. As a matter of fact, the "red" years of the hail business, or the period since 1921, is the period since the combine came into general use in the great wheat growing areas. So by inference, if not by actual proof, the combine has been a factor in the adverse experience of hail insurance during that time.

HARVESTING with the combine harvester thresher cannot be done successfully unless the grain is dead ripe and the straw dry. As a general

rule, grain that may be safely harvested with a binder cannot be cut with a combine until ten to 15 days later. Add to that the fact that the riper the grain the more susceptible it will be to dam-



This tobacco crop was severely damaged by hail. Many of the leaf stems were broken and the leaves badly shattered. The most successful tobacco growers nowadays carry hail insurance. (Rain & Hail Insurance Bureau Photo)

age by hail and that in most varieties the shatter from wind and rain (which is difficult to discern from hail damage) is much greater and it can readily be seen that the last two weeks of the season are probably as hazardous as the four weeks preceding that period or as six weeks would be earlier in the season.

There is now coming into quite general use a machine known as the "Windrow Harvester." As the name implies, this machine cuts the grain and lays it, with the heads shingled by the butts of the straw, in a windrow on top of the

stubble. From the windrow the grain is picked up by a special attachment to the combine "Harvester Thresher" and threshed.

THE experience so far, although rather short extending only over two or three years, is that wheat may be cut by this method from seven to 15 days earlier than if cut by a combine "Harvester Thresher" and in addition will cut two or three times as many acres per day. It can readily be seen that its general use will shorten the liability period on small grains very considerably during the most critical period.

The 1930 form of hail insurance policy covers wheat only against shatter loss by hail while in the windrow for a period of not exceeding 10 days, but in no event beyond the expiration date given in the policy. Experience indicates that shatter loss in windrows is very nominal, in fact, rarely exceeding 5 percent even when standing grain is a total loss.

It is hoped that the use of the windrow harvester will be encouraged. If its use generally produces the expected results, it will prove a boon to growers and be the savior of the hail business. Predictions have proven especially unreliable in hail insurance, but if the windrow harvester comes into successful use generally throughout the wheat growing territory, it is not beyond the realms of possibility to expect greatly improved conditions and ultimately a much better loss record and consequently lower hail insurance rates for the growers.

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**I**N 1930 The Wisconsin Life will pay policyholders a substantial increase in dividends over its high dividend scale of the past 19 years. This puts the Company in the front rank of low net cost companies.

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## Interpreting the Hail Policy

(CONTINUED FROM PAGE 5)

(c) The company is not liable for damage from causes other than hail, nor for such causes when combined with hail.

(d) Nor is the company liable when the crop has been so damaged from causes other than hail as to preclude a profit over and above the actual cost of harvesting, storing and marketing of the crop.

(e) The company is not liable for loss or damage by hail resulting from the neglect or failure of the insured to harvest matured crops.

Paragraph 26 connects up with clause No. 14 and states that the company shall not be liable for loss or damage by hail unless such loss or damage equals 5 percent or more of the particular crop so damaged and carries the further provision that in case the loss is less than 5 percent of the particular crop so damaged then the insured shall pay the expenses of investigating the claim, and failure of the insured to pay such expense, on demand from the company, operates to suspend the insurance while the expense remains unpaid.

### R EPLANTING (LIABILITY LIMITED TO COST OF)

Paragraph 16. The liability of the company is limited to the cost of resetting, reseeding or replanting a crop which has been destroyed or damaged by hail when such crop can be reset, replanted or regrown and matured during the season insured, whether or not such crop is reset, replanted and/or regrown.

### R EDUCTION OF LIABILITY

Paragraph 20. The liability of the company is reduced in the same proportion as the crop is reduced by harvesting.

Paragraph 22 in part provides that in no event shall the company be liable for exceeding the actual loss or damage sustained by hail only. Therefore, when a loss occurs, if the value of the crop at date of loss is less than the amount of insurance, the insurance will first be reduced to the value of the crop and the loss adjusted accordingly.

Paragraph 23. Upon the adjustment of a loss on crops other than beans, sugar beets and cotton, the total amount of insurance applying to the crop on which loss is paid is reduced in the amount of loss paid on such crops.

(It must be observed that under Paragraph 6 insurance on beans, sugar beets and cotton is reduced in the same percentage as the ascertained percentage of loss by hail to such crops.)

**AJUSTMENT OF LOSS**—Paragraph 22. Subject to all other conditions of the policy this clause prescribes the method of determining a loss due to hail, if any, and provides that the amount payable shall in no event exceed the same percentage of the amount of insurance applying to the particular crop damaged or destroyed at the date of loss, as the ascertained percentage of loss or damage by hail only bears to the whole of the particular crop or crops so damaged or destroyed at date of loss.

**T**HREEFORE, the hail policy is frequently called a "Percentage Form" of policy, by reason of the fact that the above clause provides for the adjustment of losses on a percentage basis, that is, the damage to the crop due to hail is determined and when the percent of damage is agreed upon between the adjuster and the insured, that factor is applied to the amount of insurance applying to the particular crop. For illustration: Suppose A, B and C each own 100 acres of wheat on May 15 and that the crops are grown on land where the soil conditions and other conditions are about the same, and it is estimated by each of the growers that their crops will make approximately 20 bushels per acre. Assume that A takes \$20 per acre insurance; that B takes \$10 per acre insurance; and C takes \$5 per acre insurance,

and that on or about June 1 a hailstorm occurs which destroys 50 percent of the crop. In such case A would be paid 50 percent of his insurance or \$10 per acre, while B would be paid 50 percent of his insurance or \$5 per acre, and C would be paid 50 percent of his insurance or \$2.50 per acre.

**T**HIS is a most fair adjustment, for it will be observed that the company pays for damage in the same proportion that the insureds have paid for protection as to the value of the crop. However, it must be remembered that the clause provides that in no event shall the company be liable for exceeding the actual loss or damage sustained by hail; therefore, if the insurance carried is in excess of the actual value of the crop, the insurance would have to be reduced to the actual value of the crop. The clause also provides that the company shall not be liable for exceeding the amount of insurance applying to the particular crop so damaged or destroyed. The latter verbiage is necessary in order to connect up this clause with other clauses in the policy wherein provision is made for reducing the insurance.

**MISREPRESENTATION AND FRAUD**—There are several clauses in the policy which provide that certain acts or failures on the part of the insured, unless allowed by agreement endorsed on the policy, will void the policy.

A representation is a statement of fact incidental or collateral to a contract, made orally or in writing or by implication, on the faith of which the contract is entered into.

Falsity of a representation as to a material fact will void the contract.

**A** WARRANTY is a statement or engagement expressly or impliedly made in a policy by the party insured, that a certain fact relating to the subject of insurance or the risk, exists or shall exist, or that some act relating thereto has been done or shall be done. It must be literally true or fulfilled or the policy is void.

Paragraphs 1 to 6 on the face of the application are introduced by the words "I or we, hereby certify and declare as true the following statements." The information called for under these paragraphs must be carefully filled in as the applicant by signing the application makes such statements as warranties and if same are false or incorrect such misrepresentation may act to void the policy.

Paragraphs 8, 9 and 10, "Stipulations and Conditions," provide contingencies under which a policy may be voided, such as fraud or misrepresentation concerning the insurance or the subject thereof, or if the interest of the insured in the crops be not truly stated, or in case of fraud or attempted fraud or false swearing by the insured, whether before or after a loss, or if any change other than by the death of an insured shall take place in the interest, title, or possession of the subject of insurance, or if the policy be assigned before a loss, or if the interest of the insured in the crop, or percentage of the crop insured, be other than unconditional and sole ownership.

**R ECORD OF HARVESTING AND MARKETING CROP**—Paragraph 15 requires the insured to furnish, on request of the company, a complete record of the harvesting, marketing, and yield of crops insured in case of loss, and failure of the insured to comply with such request, if made, voids the policy.

**E XAMINATION OF INSURED**—Paragraph 25. This paragraph is the standard form used in practically all insurance policies and is only another condition of the policy requiring the insured to prove his loss, by submitting to examination under oath by a

representative of the company. Where demand is made of the insured to appear for examination the notice must state the time and place and as nearly as possible the information which will be required. The time for appearance must, of course, be set for reasonable hours during the day time and the place must be as convenient as possible for the insured. If a demand for such examination, is made and a reasonable time and place is designated for such examination, the failure of the insured to comply with the provisions of the demand, unless he had a reasonable excuse for such failure, would render the policy null and void.

**N OTICE OF LOSS—48 HOURS**—Paragraph 24 requires the insured to send in a notice of loss within 48 hours after the happening of any loss or damage from hail where claim is to be made against the company.

**S**UCH notice of loss must be signed by the insured in person and sent by registered mail. The insured should request a "Return Receipt" when mailing the notice as by so doing the company will be required to receipt for delivery of the notice and the "Return Receipt" will advise the insured that the notice of loss has been received by the company.

The notice of loss must give the following information:

- (a) Number of policy.
- (b) Date and hour of loss.
- (c) Amount of other insurance, if any.
- (d) Probable percentage of damage to crop.

Notice of loss given to an agent does not constitute notice to the company under the terms of the policy.

**P ROOF OF LOSS**—Paragraph 27 requires the filing of a proof of loss by the insured, in order that the company may determine the extent of the loss and ascertain whether the insured has complied with the terms of the policy. Analyzing the clause the conditions to be complied with are as follows:

- (a) The proof must be filed within 60 days after the occurrence of the loss.
- (b) The proof must be transmitted by registered mail.
- (c) A statement with the proof of loss must be made giving the following information:
  - (1) Number of the policy.
  - (2) Date of policy.
  - (3) Expiration of the policy.
  - (4) Location and description of the crop.
  - (5) Information as to time and origin of the loss.
  - (6) Interest of insured and others in the crop.
  - (7) Other insurance, whether valid or not.
  - (8) Amount of loss or damage claimed.
- (9) How the amount of damage or loss was determined.
- (10) Whether crops have suffered previous damage from hail, and if so, amount of loss and by whom insured.

(d) Proof must be signed and sworn to by the insured.

(e) The clause also states that no denial of liability or other act on the part of this company or on the part of any agent, adjuster or other representative of the company shall waive or dispense with the furnishing of the proof of loss.

(f) The clause also provides that failure of the insured to furnish the proof as required shall render the company not liable.

**T**HIS provision of the policy in regard to furnishing of proof of loss has been upheld by courts where the conditions could be easily complied with and a failure to comply therewith avoids liability for the loss. (Burnham vs. Royal, 75 Mo. App. 394; Investment Co. vs. Ins. Co., 62 Mo. App. 315; Burgess vs. Ins. Co., 114 Mo. App. 169; State Ins. Co. vs. Lock, 191 Iowa, 1083, 183, N. W. 311; Bank of South Jacksonville vs. Hartford Fire, 1 Fed. [2nd

Series] 43; Scottish Union & National vs. Encampment Smelting Co., 166 Fed. 231; San Francisco Savings Union vs. Western Assurance, 157 Fed. 695.)

**LOSS PAYABLE CLAUSE**—Paragraph 28 provides that the amount of loss or damage for which the company may be liable shall be payable sixty (60) days after due notice, ascertainment and satisfactory proof of loss have been received by the company in accordance with the terms of the policy.

This clause is self-explanatory and is incorporated in the policy in order to give the company sufficient time to investigate the proof of loss and all conditions pertaining to the claim, however, in so far as hail insurance is concerned, companies do not usually take advantage of the clause and most hail claims are paid immediately upon receipt of satisfactory proof of loss.

**B RINGING SUIT**—Paragraph 29 is a mutual agreement between the insured and the company that no suit

shall be brought under the policy until all of the terms of the policy have been complied with, nor unless commenced within six months after date of loss.

**COMMENT**—There are other clauses in the application and policy which are very largely the standard clauses used in fire policies, which are self-explanatory.

Therefore, all persons interested in hail insurance on growing crops, particularly field men, adjusters, and local agents, should carefully read and analyze the policy that they may become entirely familiar with all the conditions thereof.

It should also be borne in mind that this analysis applies only to the "General Form Hail Policy" in use in the states named in the beginning of this article. Therefore agents writing hail insurance in states other than those named should procure a copy of "Agents Handbook" explaining the terms of the policy used in their respective states.

## Windrow Harvester Aids Greatly

(CONTINUED FROM PAGE 10)

ing straw in the windrow for about three feet. After this is done count out 100 straws in an average row of stubble, counting the grains on the ground between two rows, dividing the number of kernels found by the ratio which the windrow bears to the width of the swath cut by the windrower. It might be necessary to make three counts, one in the center and two nearer the edge of the windrow, averaging the three for the completion of one test. Before this is done the number of kernels in the average head should be determined. By dividing the number of kernels in the average head into the above result, will determine the percent of loss sustained.

**E**XAMPLE: Five hundred kernels may be found on the ground between the two rows in the distance measured off by counting the one hundred stalks of stubble. The windrow is found to be 36 inches wide and the swath cut is 15 feet, therefore, the kernels found would be only one-fifth if spread over the 15 foot swath. You would therefore have a loss of exactly 100 kernels. If the average head contained 20 kernels of seed the loss would be exactly five percent.

## Tell Policyholder Whole Story and Reap Big Harvest

An agent selling windstorm insurance should never forget to tell his prospect that a fire policy becomes void if a building or any part (in some policies, "any material part") thereof falls except as the result of fire, said Earl C. Gibbs, superintendent of the western department of the Boston and Old Colony in the "Accelerator." "If a portion of the building should fall because of the wind and a gas line breaks, or a chimney separates, thus causing fire to ensue, your assureds would not have proper protection unless you had made them see the necessity of carrying sufficient tornado insurance to indemnify them in case of total loss of the property except in those sections where co-insurance is compulsory. Thus, if property worth \$20,000 is protected by a \$5,000 tornado policy, the actual tornado damage may not have exceeded the amount of the policy, but if resultant fire has destroyed the balance of the property the owner has a loss of \$15,000 for which he cannot collect on his fire policy.

"If you will tell your clients the true story that they must depend on windstorm insurance to pay their fire loss'

Several adjusters should cooperate and work together on the first losses, experimenting on the best plan to be followed in determining this class of loss.

A number of plans have been suggested by experienced adjusters. Any plan used can be easily proven by waiting to complete the adjustment until the pick-up has been used and the grain threshed. None of the first adjustments should be completed until more than one plan has been used and the results proven carefully after the threshing is done.

**A** UNIFORM system of adjustments should be established as soon as possible so that uniformity in handling these losses will be the means of determining the amount of loss with the highest degree of accuracy. When this is accomplished, any number of adjusters working independent of each other, should be able to arrive at practically the same percent of loss.

I believe it will not be practical to adjust these losses by attempting to count the kernels threshed out of the heads by hail, for too many of the missing kernels will be saved to the assured by the pick-up carrying it with the straw into the thresher.

resulting from a destructive windstorm, you will reap a big harvest in new business."

## Hail Association Has Been of Great Value to Business

(CONTINUED FROM PAGE 10)  
conditions in all the central and western states and in Texas.

Our work has been greatly facilitated by the character and spirit of the hail officials. The men have every confidence in each other, and although competition is keen among them, they are devoted to the general welfare of the business and its perpetuation on a scientific basis.

The problem of the future is to obtain reasonable rates. During the existence of the association the companies have not made profits on their hail operations. They have contributed largely to the economic welfare of the country and to the well-being of the agents, but they have earned no financial return. Possibly, if the business and experience continue normally, the companies may anticipate some slight compensation, but the prospect, under the present rate scales, is not encouraging. The association must undertake to instruct the public in the service which has been performed and to present our claims for suitable remuneration to fortify us against the great hazard of the hail business.

## Attention - -

### Mr. Hail Agent!

**W**HAT do you expect to do after the Hail Season is over?

From September first to May first are the best months in the year for Life Insurance. If you live in the State of Minnesota, Kansas, Texas, Nebraska or Oklahoma we have an Agency contract to offer you second to none, maximum first year commissions with a long renewal, and Home Office cooperation De Luxe.

O. L. HOLLAND, President  
American National Assur. Co.  
ST. LOUIS, MISSOURI

## SECURITY SERVICE-SATISFIES

|   |   |   |
|---|---|---|
| 1 | KANSAS                                      | The Shaw Gen'l Agency<br>Gen'l Agents McPherson, Kansas |
| 2 | OKLAHOMA                                    | W. J. Otjen<br>Gen'l Agent Enid, Oklahoma               |
| 3 | TEXAS                                       | W. J. Otjen<br>Gen'l Agent Edd, Oklahoma                |
| 4 | NEBRASKA                                    | John F. Zimmer<br>Gen'l Agent Lincoln, Nebraska         |
| 5 | MINNESOTA,<br>NORTH DAKOTA,<br>SOUTH DAKOTA | J. Pierce Wolfe<br>Gen'l Agent Moorhead, Minn           |
| 6 | THE WESTERN DEPT.<br>ROCKFORD, ILLINOIS     |   |

6 HAIL  
SERVICE  
OFFICES  
TO HELP  
YOU SELL  
More,  
HAIL!

INCORPORATED 1842

*Security*  
Insurance Company  
OF NEW HAVEN, CONNECTICUT  
A STOCK CORPORATION

WESTERN DEPARTMENT - ROCKFORD, ILLINOIS  
WALTER D. WILLIAMS, MANAGER

## Complete facilities for handling TORNADO INSURANCE

in an expeditious and thorough manner are offered agents who want better service themselves and who desire to keep their clients fully satisfied. At the time of loss the rapid and equitable payments made by this group of companies have been of unquestionable worth to agents.

This group of companies writes the following lines: fire, tornado, hail, automobile, sprinkler leakage, riot, civil commotion and allied lines.

## Providence Washington Insurance Company of Providence, R. I.

Capital \$3,000,000

Net Surplus \$13,010,813

This Company has been providing dependable insurance since the 18th Century. Today, the 20th Century, finds it thoroughly tested and measuring up to the requirements of the most exacting agents.

Since its incorporation in 1799 the Providence Washington has always been a well managed company of strong resources. A record of satisfactory service to policy holders and the consistent confidence of its agents in the field has always been maintained.

## Virginia Fire and Marine Insurance Company Richmond, Va.

Capital \$500,000

Net Surplus \$1,408,098

For 98 years this company has been known for its able management, sound substantial progress and fairness to agents and policy holders.

## Anchor Insurance Company Providence, R. I.

Owned and operated by  
The Providence Washington Insurance Company

Capital \$1,000,000

Net Surplus \$1,100,000

This company organized in 1928 as a running mate of the Providence Washington is officered and managed by the same executives who have made such a success of that company.

WESTERN DEPARTMENT  
175 W. Jackson Boulevard, Chicago  
J. R. CASHEL, Manager



# Tornado Insurance Section



**T**ORNADO losses in 1929 were only \$15,249,352 and the loss ratio was reduced to 34.2 percent, the lowest since 1923, when it was 33 percent. In 1928 the reduction of 16 percent to 47.2 from the exceedingly high figure of 63 percent in 1927 was gratifying, and with the 1929 reduction the companies will be able to make up for the disastrous 1929 experience.

The stock companies' premiums in 1929 totaled \$44,578,096. This was an increase of \$2,384,874 over the 1928 volume of \$42,193,222.

Southeastern Nebraska in June experienced the worst storm in 1929, when \$2,000,000 in damage was done. Five other storms did over \$1,000,000 damage.

**T**ORNADO insurance is, technically, a misnomer and several companies have changed the name of the policy to windstorm. The change was made because agents met sales resistance when they solicited under the name of tornado coverage. With greater dissemination of scientific knowledge among property holders, many prospects have become informed of the distinction between tornadoes and other destructive storms. Accordingly, their first impression is that the proposed policy provides protection exclusively against tornado damage, but not against other types of storm.

To correct this misinterpretation of the policy by discriminating persons, companies sought a general and more accurately descriptive title for the coverage. Windstorm is believed to be a more satisfactory name.

**I**NSURANCE companies have so thoroughly cultivated windstorm business among farmers, that no sensational growth is anticipated in farm windstorm premiums. A gradual and normal increase is expected there, but real pioneering is to be done in the development of recording business.

Considerable impetus has been given the writing of windstorm policies on urban dwellings and mercantile plants by the requirement of this protection by mortgagees. One observer estimated that twenty-five percent of banks, building and loan associations and mortgage houses require windstorm policies on city properties which they finance. This twenty-five percent consists largely of the more important mortgagees, particularly the banks, which is interesting because windstorm insurance on the farm gained great momentum when life insurance companies and large building and loan groups demanded it there. It is believed that the smaller operators in cities will follow the example of their seniors, whose experience with property uninsured as to windstorm has often been disastrous.

**S**OME officials, seeking to build a greater recording business, are inquiring into the system by which windstorm insurance on farms was popularized. They are searching

for a possible analogy, inquiring as to the possibility of applying somewhat the same methods in cities.

There is, for instance, the practice of declining all but combined fire and windstorm coverage in certain states, a policy which has been successfully introduced in developing farm business. This regulation always meets resistance at first, but since serious winds never pass without bringing claims against the companies, the news soon spreads that the companies are paying, and windstorm coverage becomes popular.

One reason for inadequate tornado recording coverage is the failure of agents properly to advertise the service. The companies, too, must take a share of the blame on this count. Early in the spring, agents are circularized with the stereotyped statement that now is the time to sell tornado insurance. Most of these brochures lack force and the consciousness of the agent is not penetrated by the advice. Furthermore, the circulars are not followed up by a vigorous promotional campaign on the part of the companies as they should be.

**T**HE problem is to awaken an appreciation among agents of the possibilities for greatly increased income in tornado business. Merely to suggest windstorm coverage to prospects for fire insurance would appreciably augment commissions, but most agents neglect even this much salesmanship in cities. City homes suffer more windstorm losses than those on the farm, as statistics will show.

One reason for the ambitious cultivation of windstorm business among farmers was the fact that farm fire losses became so grave. The companies looked to windstorm premiums for compensation. Agents were urged to solicit this protection and the campaign found a good response. Rates were low because, for one reason, moral hazard was virtually nonexistent, and agents were paid an attractive commission, being indeed higher than fire in some companies.

Now, of course, most companies pay the same commission for tornado as for fire on farm business, although on certain classes of recording business some companies still pay more for tornado than for fire.

**A**N expert, who has specialized in windstorm business, advises agents to memorize windstorm rates. By having the rates, reduced to cost per day, in mind an agent can often sell a combined rather than merely a fire policy, whereas if he consulted a rate book, the prospect would be too impressed with the extra cost.

It is as easy to sell 80 percent insurance to value on stocks ranging from \$5,000 to \$100,000 in a tornado soliciting campaign as to sell lower percentage on account of total loss possibilities and the "bridge the gap" feature, which makes it imperative to have the same amount of tornado as fire insurance to have complete protection from fire.

**T**HIS executive was one of the first men to sell windstorm insurance covering merchandise. He emphasized the possibility of loss from rain to window displays should a wind destroy the window, and of loss to other stock from rain should the building be unroofed in a storm.

He amplified this argument by predicting the fate of the merchant in the event of a devastating storm. Every enterprise in the town would be crippled. If the merchant had staked his savings in the town, investing in other operations than his own, he would be left without resources and his future gravely stultified unless he carried windstorm insurance. Unless outside capital, the credit insurance companies would establish for the town, were available, the town would be without resources for reconstruction. Rehabilitation must not be delayed, because other cities in the neighborhood would attract customers who were habituated to trade in the ruined town.

**M**OREOVER, windstorm use and occupancy is strongly recommended to merchants. Some agents represent this cov-

(CONTINUED ON PAGE 41)



This picture shows a funnel-shaped cloud sweeping down upon the town of Hardtner, Kan., in June, 1929.

(Pacific & Atlantic Photo)

# There Is No Place Safe From Tornadoes

**Gravest Danger Exists in Heart of Middle West, Says Weather Expert**

**A**LTHOUGH atmospheric conditions are unfavorable to formation of tornadoes in many sections of the country, no area is secure from the menace, according to C. A. Donnel, chief of the United States Weather Bureau in Chicago. Occurrence early this year of a tornado in southern California is evidence of the universality of the hazard, for the country west of the Rockies has heretofore been considered all but tornado-proof.

Twisters are rare in the far west, Mr. Donnel explained, because of the absence of a condition wherein huge masses of moist, warm air are in conflict with masses of cold air. Dehydration of the air by the Rockies usually eliminates one essential factor in the production of a twister. But the tornado in the vicinity of Los Angeles proves that absolute immunity exists nowhere in the United States.

**I**NASMUCH as tornadoes are due to instability in atmosphere, the gravest danger exists in the heart of the middle west. There, in the spring, the warm, moist, southerly winds of the southwest are in close

**T**HE chance of a tornado as scientifically defined occurring twice in precisely the same location in less than fifty or one hundred years is extremely slight, the forecaster said. Which, incidentally, should suggest to agents that the best prospects for tornado coverage are not those in an area which has recently suffered, but those in a territory which has not been touched by a twister for many years. Tornado underwriters will, of course, point to St. Louis, Omaha and Terre Haute, where genuine tornadoes struck more than once.

Mr. Donnel discounts the notion that tornadoes are either decreasing or increasing in the United States. They seem to increase, he said, because the country is becoming more thickly populated, and there is, therefore, less chance of a twister passing unobserved. Furthermore, a better and more complete method of disseminating information about these storms has been developed, which gives the impression that there are more of them. Perhaps tornadoes will vary greatly in number from year to year, but Mr. Donnel believes that the figures for ten year periods would be nearly equal.

**T**HERE is no doubt," Mr. Donnel declared, "that tornadoes are multitudinous in the United States. Take April. Tornadoes were reported on April 1, 5, 6, 7, 8, 9, 10, 14, 18, 19, 20, 21, 23, 24, 25, 27 and 30. There were tornadoes on more than half the days of the month. Take June. Tornadoes were reported

*This was once a theater in Austin, Minn. The pipe organ is piled up in the ruins. Luckily the storm occurred just ten minutes after the matinee was over.*

on June 2, 3, 9, 10, 13, 19, 22, 27, 28, 29. Throughout the year, I believe, there is an average of one tornado every three days in the United States."

**W.** J. HUMPHREYS of the Weather Bureau in Washington, D. C., has defined a tornado as "a slightly funnel-shaped or flaring, hollow, circular column of upward-spiraling winds of destructive velocity. It is the most violent, least extensive, and most sharply defined of all storms."

The geographic location of greatest prevalence, according to Mr. Humphreys, is central and southeastern United States.

The previous wind is moderate to fresh southerly, often southwest, while the following wind is moderate to fresh northerly, often northwest.

The previous temperature at 8 a. m. is 70 or more and increasing, while the following temperature is distinctly lower than just before the storm.

Hail and usually rain occurs twenty to thirty minutes before the storm. There is light precipitation at the instant of the storm and a deluge of rain mixed at times with small hail shortly after. Lightning almost invariably accompanies the tornado but seldom occurs in the funnel cloud.

**T**HERE is always a rumbling while the whirling pendant cloud is in touch with or even closely approaches the earth. The horizontal velocity of the wind in a tornado, Mr. Humphreys declares to be unmeasured but destructively great. The vertical velocity is also unmeasured, but is sufficient to carry up pieces of lumber and other objects of considerable weight at the rate of 100 to 200 miles per hour.

Tornadoes travel at the rate of from 25 to 40 miles an hour, and although the length of their paths may extend up to 300 miles, they are usually only 20 to 40 miles. In width tornadoes are mostly 40 to 50 feet, but they may stretch out for a mile or even more. The average width is about 1,000 feet.

Tornadoes often occur in groups in the same general neighborhood.



Wind and not the automobile was the cause of the demise of this dwelling.

contact with the cold air originating in Alaska and Canada. When these two masses of air meet, there is a great overturn. The cold air is aloft and must sink, while the warm air by virtue of its lightness must be forced aloft. In this process a whirling occurs and a funnel-shaped cloud comes down; sometimes it does not reach the earth, but if it does get to the earth "something happens."

Forecasters anticipate tornadoes when an early morning temperature of 70 degrees is reported in one section and a below freezing temperature in a region farther north. That is the most ideal condition for a tornado. This condition does not prevail in the east as frequently as in the middle west, but tornadoes in the east are more prevalent than in the far west, where the Rockies form such a substantial barrier between conflicting masses of air. The east, Mr. Donnel explained, is safer because it is farther from the Canadian and Alaskan air.



The wind whizzed by here much to the merchants' dismay. Not only did they lose a good deal in damage but also a good deal in trade. Both windstorm and use and occupancy insurance would have been a good investment for these store owners.



# Great Need for Windstorm Coverage Shown in Five Year Record



**U**NITED States Weather Bureau and other records show that 755 tornadoes have occurred in this country in the past five years, with a death list of 1,828, and a property loss of \$92,706,100.

In that time tornadoes have broken out in every month of the year, from January to December, and have been reported

in every state, except Nevada,

Rhode Island and Utah. Many states have had a

great number such storms in the five year period and in some cases the losses have been staggering.

**D**AMAGE from other violent storms, not counting the hurricanes of the gulf coast, has totaled over \$37,000,000 and, like that of tornadoes, has been spread widely over the country and is surprisingly heavy in such states as Ohio, Indiana, Illinois, Missouri, Kansas and Oklahoma. As every adjuster settling wind storm claims knows, there are thousands of small losses, in addition to those of outstanding storms, that escape attention from the network of the more than 5,000 stations maintained by the weather bureau and these losses increase the known total greatly. Besides these, there were millions of dollars of losses from hurricanes that struck the gulf and south Atlantic coast.

**T**HE following table, compiled from records of the weather bureau and other sources, shows the occurrence of wind storm damage.

| Year      | No. of Tornadoes | Deaths | Property Loss | Windstorms Losses |
|-----------|------------------|--------|---------------|-------------------|
| 1925..... | 119              | 794    | \$24,023,900  | \$11,602,000      |
| 1926..... | 111              | 144    | 4,318,950     | 2,381,000         |
| 1927..... | 164              | 540    | 43,445,650    | 6,764,000         |
| 1928..... | 203              | 92     | 13,235,600    | 8,055,000         |
| 1929..... | 158              | 258    | 7,682,000     | 8,791,000         |

**B**y *S. D. Flora*  
Meteorologist, U. S. Weather Bureau

Very few people realize the great number of tornadoes and violent wind storms of other kinds that occur from year to year or that the heaviest damage has not been in the so-called tornado states of Kansas and Iowa, but in Missouri, Illinois, Ohio and Indiana.

**T**HERE are records of tornadoes in the early history of the colonies, and pioneers coming west of the Alleghanies found gaps torn through forests which later proved to be the work of tornadoes, but it has been only in recent years that a nation-wide system of reporting has shown how numerous and widespread they are.

In the past five years tornadoes are known to have struck at least 14 important cities: St. Louis, Indianapolis, Terre Haute, Ind., St. Joseph, Mo., Ft. Smith, Ark., Little Rock, Ark., Rockford, Ill., Decatur, Ill., Kansas City, Kan., Wichita, Kan., Topeka, Kan., Hutchinson, Kan., Chicago, and Minneapolis. Some of these suffered great losses, in others the loss was slight. Other cities, such as Sioux City, Ia., Springfield, Ill., and Ft. Scott, Kan., have been very close to paths of destructive tornadoes. At least two violent tornadoes came so close to Washington, D. C., that it was only a matter of an hour's drive from the capitol to where they struck.

The late spring and early summer months are the ones most infested with tornadoes. Almost half the 1929 tornadoes occurred in April and May and the same was true in 1927. In 1928 considerably more than half the total number were reported in June, July and August.

Lest a person should be lulled into a false sense

of security by these data it is well to recall that the two most destructive tornadoes the country has ever known occurred in other months. The Tri-State tornado of March 18, 1925 swept from Missouri across Illinois and into Indiana and practically wiped out Murphysboro, Ill. The total loss of life from this storm was 689, with a property loss officially estimated at \$16,532,000. The second St. Louis tornado struck Sept. 29, 1927, killed 92 persons, and destroyed approximately a 16th part of the city. Its property damage was conservatively estimated at \$26,000,000.

**S**I XTEEN tornadoes occurred on Thanksgiving Day, Nov. 25, 1926, and five the following day. These were scattered over Missouri, Arkansas, Louisiana, Tennessee and Alabama. The property damage exceeded \$1,000,000. In the south tornadoes have often been known to occur in the dead of winter.

**T**ORNADOES in years previous to the last five have also shown the possibility of violent storms in early spring and late fall months. There is the record of the Easter tornado at Omaha on March 23, 1913, which completely demolished 600 houses, badly damaged 1,129 others, killed 94 persons, and caused property damage that totaled \$3,500,000, which would probably be twice that amount at the present value of the dollar. One of the most destructive tornadoes in the history of Kansas struck Great Bend, in the western part of the state, Nov. 10, 1915, and caused the loss of a \$1,000,000 in property and 11 lives.

**H**UNDREDS of communities have felt the fury of tornadoes in the past five years and a number of small towns have been practically wiped out without nation wide publicity but a number of outstanding disasters have been appalling. The two greatest ones are, of course, the Murphysboro and St. Louis storms, already mentioned. In addition to

(CONTINUED ON PAGE 42)



A "baby cyclone" blew in from the ocean through Hawthorne, Lawndale and Lennox and southwesterly suburbs of Los Angeles in March, unroofing a number of homes, factories, garages and public buildings and causing much property damage. The

"twister" marked the climax of a record-breaking rain, snow and hail storm that swept all of southern California for two days. Damage in the commercial district of the city was also reported. (P. & A. Photo)

# Windstorm Loss Ratio 13 Percent Lower in 1929

**I**N 1929 the companies wrote \$44,578,096 in tornado, cyclone and wind-storm premiums. This was an increase of 4.8 percent over the last year figure of \$4,193,223. The loss ratio for 1929 was exceptionally low, being 34.2 percent, compared with 47.9 in 1928 and 63 percent in 1927. Losses totaled \$15,249,352 last year and \$20,227,368 in 1928. The Hartford again led in total volume of \$2,902,886, an increase of \$31,821 over 1928. The Home of New York had second place again with \$2,705,326 in premiums, a gain of \$150,718. The Aetna came next with \$1,857,946, making a gain of \$27,612 over the previous year. The Continental and the National of Hartford switched places, the former writing \$1,550,728, the latter accounting for \$1,521,926.

Sixth place remained in the possession

## Ten Tornado Insurance Leaders

|                     | 1929        |             | 1928        |             |
|---------------------|-------------|-------------|-------------|-------------|
|                     | Prem.       | Losses      | Prem.       | Losses      |
| Hartford            | \$2,902,886 | \$1,259,407 | \$2,871,065 | \$1,363,211 |
| Home, N. Y.         | 2,705,326   | 1,119,537   | 2,548,808   | 1,324,521   |
| Aetna               | 1,857,946   | 807,472     | 1,830,334   | 1,354,990   |
| Continental         | 1,550,728   | 689,423     | 1,391,300   | 538,692     |
| National, Conn.     | 1,521,926   | 506,157     | 1,396,897   | 682,051     |
| Fidelity-Phenix     | 1,419,075   | 659,518     | 1,295,589   | 289,557     |
| American, N. J.     | 1,371,432   | 454,885     | 1,222,348   | 595,356     |
| Globe & Rutgers     | 1,050,498   | 515,070     | 706,841     | 558,293     |
| Springfield F. & M. | 1,040,385   | 353,568     | 1,002,425   | 397,824     |
| St. Paul F. & M.    | 1,008,977   | 383,388     | 1,021,994   | 457,134     |

of the Fidelity-Phenix with \$1,419,075 in premiums. The American of Newark came next with \$1,371,432 to its credit.

Fire & Marine brought up the rear with \$1,040,385 and \$1,009,977 respectively for their 1929 totals.

The mutuals writing tornado and windstorm insurance doubled their 1928 increase in 1929 and wrote \$5,362,805 in premiums. This was a gain of \$422,135 over 1928, with \$4,940,070 written as compared with \$4,757,770 in 1927. The loss ratio in 1929 was 51.2 percent as compared with 51.9 percent in 1928 and 55.5 percent in 1927. The losses last year totaled \$2,748,668 as compared with \$2,567,598 in 1928. This total does not include assessments and mutuals writing tornado or farm mutuals not reporting on convention blanks. The figures of the stock companies for the last two years in comparative form are given in the table below, followed by the 1929 figures for the mutuals.

## Tornado and Windstorm Premiums and Losses of Stock Companies

|                      | 1929        |           |                    |                          | 1928        |             |                    |                          | 1929  |        |                    |                          | 1928                  |           |                    |       |
|----------------------|-------------|-----------|--------------------|--------------------------|-------------|-------------|--------------------|--------------------------|-------|--------|--------------------|--------------------------|-----------------------|-----------|--------------------|-------|
|                      | Prem.       | Losses    | Loss<br>Ratio<br>% | Inc. or Dec.<br>in Prem. | Prem.       | Losses      | Loss<br>Ratio<br>% | Inc. or Dec.<br>in Prem. | Prem. | Losses | Loss<br>Ratio<br>% | Inc. or Dec.<br>in Prem. | Prem.                 | Losses    | Loss<br>Ratio<br>% |       |
| Aetna                | \$1,857,946 | \$807,472 | 43.6               | \$ 27,612                | \$1,830,334 | \$1,354,990 | 74                 | .....                    | ..... | .....  | .....              | .....                    | Empire, N. Y.         | 14,135    | 3,255              | 23.0  |
| Aero                 | 1,038       | .....     | .....              | .....                    | .....       | .....       | .....              | .....                    | ..... | .....  | .....              | .....                    | Empire State          | 21,096    | 1,914              | 8.7   |
| Agricultural         | 259,566     | 89,033    | 34.2               | -11,193                  | 270,759     | 150,171     | 55.4               | .....                    | ..... | .....  | .....              | .....                    | Equitable F. & M.     | 88,218    | 27,850             | 31.5  |
| Albany               | 16,935      | 3,614     | 21.4               | -1,591                   | 18,826      | 8,299       | 44                 | .....                    | ..... | .....  | .....              | .....                    | Equitable, S. C.      | 2,188     | 68                 | ..... |
| Allegheny            | 111,711     | 38,067    | 34.0               | 22,860                   | 88,854      | 31,971      | 35.9               | .....                    | ..... | .....  | .....              | .....                    | Equity, Mo.           | 11,959    | 1,533              | 12.9  |
| Alliance, Pa.        | 187,076     | 57,291    | 30.6               | -3,985                   | 191,001     | 73,904      | 38.7               | .....                    | ..... | .....  | .....              | .....                    | Eureka Security       | 93,721    | 17,934             | 19.1  |
| American Alliance    | 130,631     | 21,985    | 16.9               | 96,251                   | 34,380      | 30,012      | 88                 | .....                    | ..... | .....  | .....              | .....                    | Excelsior             | 4,961     | 1,209              | 24    |
| American, N. J.      | 1,371,432   | 454,885   | 33.1               | 149,084                  | 1,222,348   | 595,356     | 48.7               | .....                    | ..... | .....  | .....              | .....                    | Export                | 27,218    | 4,592              | 16.8  |
| American Central     | 202,872     | 77,839    | 38.2               | 14,998                   | 187,888     | 151,229     | 80.4               | .....                    | ..... | .....  | .....              | .....                    | Farmers, Pa.          | 11,795    | 2,232              | 19    |
| American Colony      | 7,070       | 2,160     | 30.6               | .....                    | .....       | .....       | .....              | .....                    | ..... | .....  | .....              | .....                    | Federal Union, N. Y.  | 36,277    | 10,949             | 30    |
| American Const.      | 16,188      | 143       | .....              | .....                    | .....       | .....       | .....              | .....                    | ..... | .....  | .....              | .....                    | Fidelity Amer., Tex.  | 7,734     | 850                | 10.9  |
| American Eagle       | 179,669     | 70,013    | 39                 | 12,846                   | 166,823     | 65,688      | 39                 | .....                    | ..... | .....  | .....              | .....                    | Fidelity Union, Tex.  | 85,031    | 7,119              | 8.3   |
| American Equitable   | 158,333     | 40,293    | 25.4               | 77,157                   | 81,176      | 24,057      | 30                 | .....                    | ..... | .....  | .....              | .....                    | Fidelity & Guar.      | 54,594    | 451                | ..... |
| American F. & M.     | 18,284      | 3,776     | 20.6               | 4,871                    | 13,413      | 3,298       | 25                 | .....                    | ..... | .....  | .....              | .....                    | Fidelity-Phenix       | 1,419,075 | 659,518            | 46.5  |
| American & Foreign   | 83,750      | 10,501    | 12.5               | 81,294                   | 2,426       | 443         | 18                 | .....                    | ..... | .....  | .....              | .....                    | Fire Association      | 445,209   | 104,724            | 23.4  |
| American Founders    | 957         | 77        | 86.5               | -4,886                   | 5,643       | 1,215       | 21                 | .....                    | ..... | .....  | .....              | .....                    | Fire Reassurance      | 95,559    | 32,272             | 33.7  |
| Amer. Gen. Tex.      | 22,425      | 2,309     | 10.3               | 15,591                   | 6,834       | 153         | 2.3                | .....                    | ..... | .....  | .....              | .....                    | Firemen's, N. J.      | 783,369   | 223,982            | 28.6  |
| American Home        | 17,066      | 152       | .....              | .....                    | .....       | .....       | .....              | .....                    | ..... | .....  | .....              | .....                    | Fireman's Fund        | 454,167   | 142,373            | 31.3  |
| Amer. Mer. Mar.      | 1,891       | 1,055     | 56                 | -2,148                   | 4,029       | 11,67       | 29                 | .....                    | ..... | .....  | .....              | .....                    | First America         | 66,186    | 15,517             | 23.4  |
| American National    | 61,937      | 8,382     | 13.5               | 40,928                   | 21,029      | 1,259       | 5.9                | .....                    | ..... | .....  | .....              | .....                    | First National        | 7,328     | .....              | ..... |
| American Reserve     | 76,995      | 24,392    | 31.6               | -13,531                  | 90,526      | 42,532      | 47                 | .....                    | ..... | .....  | .....              | .....                    | Franklin National     | 12,677    | 3,179              | 25.1  |
| American Union       | 14,644      | 3,124     | 21.3               | 1,413                    | 13,231      | 3,219       | 24                 | .....                    | ..... | .....  | .....              | .....                    | Franklin              | 177,576   | 48,145             | 27.2  |
| Anchor, R. I.        | 13,192      | 276       | 2                  | 10,047                   | 3,145       | .....       | .....              | .....                    | ..... | .....  | .....              | .....                    | Globe & Rutgers       | 1,050,498 | 515,070            | 49    |
| Associated F. & M.   | 21,910      | .....     | .....              | .....                    | .....       | .....       | .....              | .....                    | ..... | .....  | .....              | .....                    | Guardian, N. Y.       | 142,613   | 23,073             | 16.1  |
| Associated Reins.    | 31,916      | 962       | 30                 | 29,726                   | 2,190       | .....       | .....              | .....                    | ..... | .....  | .....              | .....                    | Great American        | 77,760    | 17,821             | 22.1  |
| Atlantic, Tex.       | 1,830       | .....     | .....              | .....                    | .....       | .....       | .....              | .....                    | ..... | .....  | .....              | .....                    | Great Lakes           | 34,556    | 6,638              | 19.2  |
| Atlantic Fire, N. C. | 2,245       | 415       | 18.5               | 726                      | 1,519       | 1,012       | 66.6               | .....                    | ..... | .....  | .....              | .....                    | Greensboro            | 6,067     | 815                | 18.4  |
| Atlas                | 145,955     | 36,481    | 25                 | -35,006                  | 180,991     | 87,729      | 48                 | .....                    | ..... | .....  | .....              | .....                    | Globe, Okla.          | 445       | 593                | 13.6  |
| Automobile           | 150,482     | 46,240    | 30.7               | -16,826                  | 167,306     | 73,911      | 44.1               | .....                    | ..... | .....  | .....              | .....                    | Glens Falls           | 368,950   | 128,688            | 34.9  |
| Baltic               | 50,162      | 15,394    | 30.6               | -9,469                   | 60,631      | 16,943      | 26.4               | .....                    | ..... | .....  | .....              | .....                    | Globe, Pa.            | 22,488    | 10,745             | 47.8  |
| Baltimore American   | 89,018      | 24,275    | 27                 | 1,949                    | 87,000      | 40,145      | 46.1               | .....                    | ..... | .....  | .....              | .....                    | Girard F. & M.        | 92,862    | 29,864             | 32.2  |
| Bankers & Merchants  | 30,461      | 4,272     | 14                 | 2,935                    | 27,426      | 7,433       | 27.1               | .....                    | ..... | .....  | .....              | .....                    | Globe, Okla.          | 445       | 593                | 13.6  |
| Bankers & Shippers   | 105,357     | 32,504    | 30.8               | -2,679                   | 108,036     | 23,459      | 30.9               | .....                    | ..... | .....  | .....              | .....                    | Granite State         | 27,970    | 3,687              | 12.2  |
| Baltimore National   | 759         | 60        | .....              | .....                    | .....       | 74          | .....              | .....                    | ..... | .....  | .....              | .....                    | Great American        | 774,323   | 308,579            | 41    |
| Birmingham, Ala.     | 25,149      | 13,454    | 53.5               | 9,751                    | 15,398      | 7,724       | 5                  | .....                    | ..... | .....  | .....              | .....                    | Great Lakes           | 34,556    | 6,638              | 19.2  |
| Boston               | 255,616     | 64,857    | 27.5               | -10,464                  | 246,060     | 139,815     | 56.8               | .....                    | ..... | .....  | .....              | .....                    | Greensboro            | 6,067     | 815                | 18.4  |
| British American     | 93,946      | 43,328    | 46.3               | 1,869                    | 92,077      | 33,462      | 36                 | .....                    | ..... | .....  | .....              | .....                    | Globe & Rutgers       | 1,050,498 | 515,070            | 49    |
| British General      | 30,407      | 9,297     | 30.5               | 3,569                    | 26,838      | 14,562      | 54.2               | .....                    | ..... | .....  | .....              | .....                    | Guardian, N. Y.       | 142,613   | 23,073             | 16.1  |
| Bronx                | 117,449     | 19,296    | 16.4               | 8,903                    | 28,414      | 3,094       | 11                 | .....                    | ..... | .....  | .....              | .....                    | Great State, Tex.     | 8,269     | 360                | 4     |
| Brooklyn             | 75,006      | 17,831    | 23.8               | 13,633                   | 61,368      | 21,465      | 40                 | .....                    | ..... | .....  | .....              | .....                    | Hampton Roads         | 11,321    | 4,188              | 36.9  |
| Buffalo              | 22,565      | 7,449     | 30.3               | -300                     | 22,865      | 8,246       | 24.2               | .....                    | ..... | .....  | .....              | .....                    | Hamburg-American      | 44,330    | 13,462             | 30.3  |
| Birmingham, Pa.      | 38,832      | 5,376     | 13.8               | 34,822                   | 4,910       | 1,913       | 48                 | .....                    | ..... | .....  | .....              | .....                    | Hamilton              | 28,760    | 24,281             | 84.3  |
| Caledonian           | 70,299      | 20,944    | 29.7               | 5,484                    | 64,815      | 20,932      | 22.3               | .....                    | ..... | .....  | .....              | .....                    | Halifax               | 35,721    | 5,434              | 15.2  |
| Caledonian American  | 4,907       | -166      | .....              | -564                     | 5,471       | -528        | .....              | .....                    | ..... | .....  | .....              | .....                    | Harmonia Fire         | 55,441    | 5,720              | 10.3  |
| California           | 45,609      | 13,845    | 30.3               | 4,483                    | 40,266      | 21,559      | 53                 | .....                    | ..... | .....  | .....              | .....                    | Importers & Exporters | 61,355    | 17,281             | 23    |
| Camden               | 246,522     | 111,831   | 45                 | -15,976                  | 262,498     | 143,783     | 54.7               | .....                    | ..... | .....  | .....              | .....                    | Independence, Pa.     | 27,777    | 17,627             | 63.5  |
| Carolina             | 55,222      | 7,571     | 13.7               | 13,030                   | 45,192      | 14,474      | 34                 | .....                    | ..... | .....  | .....              | .....                    | Inter-Ocean Reins.    | 195,944   | 36,763             | 18.8  |
| Central Md.          | 26,203      | 20,930    | 80                 | -2,242                   | 28,445      | 13,706      | 48                 | .....                    | ..... | .....  | .....              | .....                    | Iowa Fire             | 22,996    | 4,412              | 19    |
| Century, N. Y.       | 17,296      | 4,125     | 24                 | -1,836                   | 19,132      | 4,071       | 21                 | .....                    | ..... | .....  | .....              | .....                    | Iowa National         | 42,663    | 4,873              | 11.4  |
| Chicago F. & M.      | 120,131     | 19,751    | 16.4               | 19,193                   | 100,933     | 36,598      | 36.1               | .....                    | ..... | .....  |                    |                          |                       |           |                    |       |

# Blow, Wind, Blow!

AND the wind blows and blows and you can do nothing to stop it.

Sometimes it reaches a velocity of 300 miles per hour—72 miles an hour faster than an automobile has ever been driven—almost as fast as the greatest speed obtained by the aeroplane that won last year's famed Schneider cup races in England.

Buildings, trees, automobiles—in fact, whatever lies in the path of such a terrific wind is bound to be severely damaged if not totally destroyed. Even a wind of 40 miles an hour is highly damaging.

You can't prevent winds from blowing. You can, however, fully cover any damage done to your client's property if you placed his tornado insurance with this company.

Windstorm insurance is a necessity. Let us show you how you can increase your income from writing this line.

**M. A. Reynolds, President**

**R. S. Danforth, Supt. of Agts.**

**A. A. Krueger, Asst. Sec'y**

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| 1929                  |                |            |              |          |                  | 1928    |        |            |              |   |          | 1929                  |                  |            |              |          |                  | 1928    |        |            |  |  |  |
|-----------------------|----------------|------------|--------------|----------|------------------|---------|--------|------------|--------------|---|----------|-----------------------|------------------|------------|--------------|----------|------------------|---------|--------|------------|--|--|--|
| Prem.                 | Losses         | Loss Ratio | Inc. or Dec. | %        | In Prem.         | Prem.   | Losses | Loss Ratio | Inc. or Dec. | % | In Prem. | Prem.                 | Losses           | Loss Ratio | Inc. or Dec. | %        | In Prem.         | Prem.   | Losses | Loss Ratio |  |  |  |
| Liverpool & L. & G.   | <b>580,440</b> | 175,183    | 30.1         | -46,248  | <b>626,688</b>   | 417,535 | 66.6   |            |              |   |          | Preferred Risk        | <b>48,658</b>    | 17,645     | 36.2         | 7,091    | <b>41,567</b>    | 18,954  | 45.6   |            |  |  |  |
| Lion, N. Y.           | 24,275         | 1,726      | 7.1          | 20,936   | 3,339            | 217     | 6      |            |              |   |          | Presidential F. & M.  | <b>57,281</b>    | 19,297     | 33.7         | 29,757   | <b>37,524</b>    | 26,829  | 71.5   |            |  |  |  |
| London & Lancashire   | <b>182,527</b> | 46,660     | 25.2         | -5,299   | <b>187,826</b>   | 84,811  | 45.1   |            |              |   |          | Providence, Wash.     | <b>206,834</b>   | 41,026     | 21.2         | 24,828   | <b>182,006</b>   | 94,249  | 51.7   |            |  |  |  |
| London & Provincial   | 15,437         | 8,128      | 52           | -168     | <b>15,605</b>    | 9,327   | 64     |            |              |   |          | Prudential Re. & Co.  | <b>148,823</b>   | 49,576     | 33.3         | -21,523  | <b>180,346</b>   | 90,902  | 50     |            |  |  |  |
| London & Scottish     | 19,672         | 4,709      | 2.3          | -2,159   | <b>21,831</b>    | 13,640  | 62     |            |              |   |          | Provident             | <b>792,495</b>   | 448,469    | 56.5         | 783,594  | <b>8,901</b>     | 4,832   | 54     |            |  |  |  |
| London Assurance      | <b>110,601</b> | 35,944     | 32.5         | 5,534    | <b>104,167</b>   | 38,104  | 37.5   |            |              |   |          | Prudential, England   | <b>63,862</b>    | 20,518     | 32.2         | -11,673  | <b>75,535</b>    | 26,804  | 35.4   |            |  |  |  |
| Long Island           | 4,534          | 907        | 20           | 3,045    | 1,429            | .....   | .....  |            |              |   |          | Prudential, Okla.     | <b>5,247</b>     | 7,900      | 1.5          | 2,024    | 3,213            | .....   | .....  |            |  |  |  |
| Louisville F. & M.    | 5,455          | 1,088      | 19.9         | 2,161    | 3,294            | .....   | .....  |            |              |   |          | Queen                 | <b>345,279</b>   | 98,714     | 28.5         | 17,373   | <b>327,846</b>   | 142,195 | 43     |            |  |  |  |
| Louisville National   | 1,723          | 6          | .....        | .....    | .....            | .....   | .....  |            |              |   |          | Queen City            | <b>48,746</b>    | 9,988      | .20          | 4,831    | <b>43,915</b>    | 7,057   | 16     |            |  |  |  |
| Lumbermen's Pa.       | 5,035          | 33,197     | 66           | -52,910  | <b>57,945</b>    | 21,324  | 35     |            |              |   |          | Queensland            | <b>2,445</b>     | .....      | .....        | .....    | .....            | .....   | .....  |            |  |  |  |
| Manhattan F. & M.     | <b>20,828</b>  | 10,016     | 48.1         | 3,660    | <b>17,168</b>    | 14,108  | 82.1   |            |              |   |          | Harran Valley         | <b>2,138</b>     | 47         | .....        | 6,758    | <b>104,995</b>   | 90,767  | 86     |            |  |  |  |
| Maryland              | 17,723         | 602        | 34           | .....    | .....            | .....   | .....  |            |              |   |          | Reins, Salamandra     | <b>98,137</b>    | 41,810     | 42.6         | -6,758   | <b>104,995</b>   | 90,767  | 86     |            |  |  |  |
| Mass. F. & M.         | 26,848         | 4,848      | 18           | 16,750   | <b>10,098</b>    | 3,831   | 38     |            |              |   |          | Reliable, Ohio        | <b>3,903</b>     | 1,175      | 30           | -1,653   | <b>5,596</b>     | 2,293   | 40.9   |            |  |  |  |
| Mechanics, Pa.        | 92,862         | 29,864     | 32           | -3,952   | <b>96,814</b>    | 43,522  | 45     |            |              |   |          | Reliance, Pa.         | <b>46,827</b>    | 12,130     | 25.8         | -4,205   | <b>42,622</b>    | 19,846  | 47     |            |  |  |  |
| Mechanics & Traders   | 88,555         | 17,479     | 19.7         | -12,953  | <b>101,508</b>   | 22,064  | 21.7   |            |              |   |          | Reins, Corp. of Amer. | <b>98,136</b>    | 41,810     | 42.6         | -6,859   | <b>104,995</b>   | 90,766  | 86.4   |            |  |  |  |
| Mercantile, N. Y.     | <b>159,277</b> | 41,160     | 26           | -4,543   | <b>163,820</b>   | 46,326  | 28     |            |              |   |          | Republic, Pa.         | <b>67,865</b>    | 13,630     | 20           | 53,016   | <b>14,839</b>    | 10,695  | 72     |            |  |  |  |
| Merchants, Colo.      | <b>20,850</b>  | 2,811      | 13.5         | -2,772   | <b>24,622</b>    | 8,000   | 32.5   |            |              |   |          | Republic, Tex.        | <b>153,828</b>   | 35,044     | 22.7         | 28,894   | <b>124,934</b>   | 35,090  | 28     |            |  |  |  |
| Merchants, R. I.      | 50,171         | 7,976      | 15.8         | 419      | <b>49,752</b>    | 7,052   | 14.1   |            |              |   |          | Richmond, N. Y.       | <b>31,737</b>    | 11,658     | .36          | 85       | <b>27,398</b>    | 86      |        |            |  |  |  |
| Merchants, N. Y.      | <b>125,834</b> | 22,698     | 18           | -1,394   | <b>127,328</b>   | 27,646  | 30     |            |              |   |          | Rhode Island          | <b>115,208</b>   | 31,602     | 27.4         | 12,731   | <b>102,477</b>   | 7,362   | 7      |            |  |  |  |
| Merch. & Mfrs., N. J. | 97,594         | 17,831     | 18.2         | 36,226   | <b>61,368</b>    | 24,589  | 54.3   |            |              |   |          | Rochester Amer.       | <b>44,033</b>    | 4,428      | 10           | 42,302   | <b>1,731</b>     | 1,140   | 66     |            |  |  |  |
| Mercury, Minn.        | 77,395         | 20,324     | 26.3         | 24,658   | 52,637           | 28,589  | 54.3   |            |              |   |          | Rocky Mountain        | <b>3,741</b>     | 2,048      | 54.8         | -2,767   | <b>6,508</b>     | 1,208   | 18.5   |            |  |  |  |
| Metropolitan Fire     | 1,066          | 2,066      | 193.8        | .....    | .....            | .....   | .....  |            |              |   |          | Rossia                | <b>204,458</b>   | 106,019    | 26           | 68,212   | <b>226,216</b>   | 157,054 | 69.4   |            |  |  |  |
| Michigan F. & M.      | 70,732         | 20,239     | 28           | -3,756   | <b>74,488</b>    | 24,571  | 33     |            |              |   |          | Royal                 | <b>404,900</b>   | 162,512    | 40.1         | -166,190 | <b>571,186</b>   | 243,083 | 42.5   |            |  |  |  |
| Millers National      | <b>88,283</b>  | 24,643     | 28           | -18,727  | <b>107,010</b>   | 16,017  | 15     |            |              |   |          | Royal Exchange        | <b>102,685</b>   | 40,034     | 38.9         | -2,589   | <b>105,274</b>   | 29,824  | 28     |            |  |  |  |
| Milwaukee Mechanics   | <b>157,136</b> | 56,818     | 36           | -94,896  | <b>252,082</b>   | 90,794  | 36     |            |              |   |          | Safeguard             | <b>2,052</b>     | 631        | 30.6         | -39,117  | <b>41,169</b>    | 20,966  | 50.9   |            |  |  |  |
| Minneapolis F. & M.   | <b>129,251</b> | 44,423     | 35           | -165,865 | <b>396,116</b>   | 187,396 | 62     |            |              |   |          | Safety First, Ill.    | <b>1,402</b>     | 45         | .....        | 225      | <b>1,177</b>     | 10      | .8     |            |  |  |  |
| Minnesota             | 20,687         | 7,515      | 36.3         | 3,115    | <b>17,572</b>    | 2,807   | 16     |            |              |   |          | Savannah              | <b>1,746</b>     | 2,759      | 15.8         | -8,760   | <b>10,506</b>    | 7,851   | 74.7   |            |  |  |  |
| Mississippi           | 14,139         | 3,813      | 27           | .....    | .....            | .....   | .....  |            |              |   |          | Scott, Union & Nat'l. | <b>187,067</b>   | 37,300     | 22.3         | 7,164    | <b>174,231</b>   | 47,499  | 27.2   |            |  |  |  |
| Monarch               | 1,315          | 149        | 11.4         | .....    | .....            | .....   | .....  |            |              |   |          | Seaboard, Md.         | <b>2,445</b>     | 1,604      | .....        | .....    | <b>3,211</b>     | 655     | 20.4   |            |  |  |  |
| Mohawk, N. Y.         | 24,536         | 3,019      | 12.3         | 15,428   | <b>9,108</b>     | 561     | .....  |            |              |   |          | Seaboard F. & M.      | <b>17,488</b>    | 225        | .....        | .....    | .....            | .....   | .....  |            |  |  |  |
| National American     | 58,314         | 18,250     | 31.5         | 776      | <b>57,538</b>    | 18,772  | 33     |            |              |   |          | Safety, Conn.         | <b>260,732</b>   | 128,239    | 35.5         | 35,559   | <b>396,291</b>   | 197,844 | 50     |            |  |  |  |
| National Ben Franklin | 92,864         | 29,864     | 32.2         | -3,950   | <b>96,814</b>    | 43,522  | 45     |            |              |   |          | Security, Iowa        | <b>109,980</b>   | 16,782     | 15.6         | 1,672    | <b>108,308</b>   | 16,565  | 15.2   |            |  |  |  |
| Nat'l Capital, D. C.  | 3,311          | 827        | 16           | -4,388   | 7,609            | 277     | 4      |            |              |   |          | Sentinel, Mass.       | <b>11,503</b>    | 2,809      | 24.4         | -1,292   | <b>12,795</b>    | 1,718   | 13     |            |  |  |  |
| National, Conn.       | 1,521,926      | 505,157    | 23.4         | 125,029  | <b>1,396,897</b> | 682,051 | 49     |            |              |   |          | Security National     | <b>34,367</b>    | 4,801      | 14           | 2,465    | <b>31,902</b>    | 12,550  | 40.3   |            |  |  |  |
| National Guaranty     | <b>16,254</b>  | 1,807      | 11.1         | 4,475    | <b>12,779</b>    | 1,375   | 11     |            |              |   |          | Skandia               | <b>12,622</b>    | 12,859     | 101.8        | 17,821   | <b>30,443</b>    | 10,362  | 34     |            |  |  |  |
| National Liberty      | <b>306,547</b> | 107,688    | 29           | -492     | <b>367,020</b>   | 165,302 | 45     |            |              |   |          | Skandinavia           | <b>39,767</b>    | 10,113     | 25.4         | 12,866   | <b>26,901</b>    | 12,090  | 45     |            |  |  |  |
| Nat'l F. & M., N. J.  | <b>30,875</b>  | 768        | 25           | 28,408   | <b>2,467</b>     | .....   | .....  |            |              |   |          | South British         | <b>79</b>        | 200        | .....        | .....    | .....            | .....   | .....  |            |  |  |  |
| National Reserve      | 22,796         | 7,623      | 34           | -40,292  | <b>63,068</b>    | 44,514  | 70     |            |              |   |          | South Carolina        | <b>13,508</b>    | 2,065      | 15.4         | -785     | <b>14,353</b>    | 8,953   | 62     |            |  |  |  |
| National Security     | 36,334         | 8,415      | 23.2         | -26,801  | <b>63,135</b>    | 19,908  | 31.5   |            |              |   |          | Southern, N. Car.     | <b>13,122</b>    | 193        | 14.7         | 3,142    | <b>9,990</b>     | 4,129   | 41     |            |  |  |  |
| National Union        | <b>531,789</b> | 191,284    | 34.6         | 50,930   | <b>500,859</b>   | 421,513 | 84     |            |              |   |          | Star, N. Y.           | <b>108,832</b>   | 32,847     | 30.4         | -8,683   | <b>117,515</b>   | 78,220  | 66.5   |            |  |  |  |
| National Standard     | 26,407         | 729        | 35.6         | 11,912   | 8,495            | 181     | 2.1    |            |              |   |          | State, England        | <b>44,995</b>    | 22,962     | 51           | -2,051   | <b>46,046</b>    | 47,009  | 102.1  |            |  |  |  |
| Netherlands           | <b>19,911</b>  | 11,559     | 58.2         | -7,898   | <b>21,809</b>    | 18,720  | 67.3   |            |              |   |          | State Home            | <b>46,113</b>    | 16,335     | 35.4         | 7,899    | <b>38,214</b>    | 31,142  | 81     |            |  |  |  |
| Newark                | <b>184,067</b> | 41,063     | 22.3         | 175,163  | <b>8,904</b>     | 984     | 11.0   |            |              |   |          | Springfield F. & M.   | <b>1,040,385</b> | 353,568    | 34           | 38,960   | <b>1,002,425</b> | 397,824 | 40     |            |  |  |  |
| New Brunswick         | <b>85,296</b>  | 18,744     | 22           | 19,615   | <b>65,681</b>    | 10,847  | 16     |            |              |   |          | St. Paul F. & M.      | <b>1,009,977</b> | 353,388    | 38.3         | -12,017  | <b>1,021,994</b> | 457,134 | 45     |            |  |  |  |
| New England           | <b>11,488</b>  | 2,809      | 24.4         | -1,306   | <b>12,794</b>    | 1,704   | 13.3   |            |              |   |          | Standard              | <b>1,009,977</b> | 62,030     | 17.5         | 18,908   | <b>43,122</b>    | 18,907  | 46.2   |            |  |  |  |
| New Hampshire         | <b>134,746</b> | 30,842     | 22.9         | 9,170    | <b>125,576</b>   | 43,773  | 35     |            |              |   |          | Standard, N. J.       | <b>54,492</b>    | 13,151     | .24          | -11,867  | <b>66,359</b>    | 12,549  | 19     |            |  |  |  |
| New India             | 18,558         | 1,402      | 74.5         | 10,995   | <b>7,603</b>     | 1,673   | 21     |            |              |   |          | Standard, N. Y.       | <b>8,916</b>     | 5,788      | 64.9         | -15,503  | <b>24,419</b>    | 16,989  | 66.6   |            |  |  |  |
| New Jersey            | 79,400         | 27,677     | 34.8         | 1,329    | <b>78,071</b>    | 19,190  | 24.6   |            |              |   |          | Standard              |                  |            |              |          |                  |         |        |            |  |  |  |



## Windstorms make no distinctions

All parts of the United States are subject to windstorms and tornadoes. Windstorms make no distinctions in the places they visit.

Every state in the union felt the effects of windstorms in 1929. No state—no city—no farm was immune. One month is as susceptible as any other for heavy windstorm and tornado losses. Tornadoes have occurred in Texas as late as December and along the Ohio river as early as January.

The uncertainty of storms make windstorm and tornado insurance a year 'round seller. Many agents fail to increase their income from windstorm and tornado coverage because they are not familiar with these lines. The Western Department of the Crum & Forster Companies will be glad to show you how to increase your premium income from these lines. Write today for information.

## Crum & Forster Companies

Western Dept.  
Fred M. Gund, Mgr.  
Freeport, Illinois

United States Fire Ins. Co.,  
New York.  
North River Insurance Co.,  
New York.  
Western Assurance Co., To-  
ronto.  
British America Assur. Co.,  
Toronto.  
Richmond Ins. Co., New York.  
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Union Fire Ins. Co., Buffalo.  
Transportation Insurance Co.,  
New York.  
Metropolitan Fire Ins. Co.,  
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New York State Fire Ins. Co.,  
Albany.  
U. S. Merchants and Shippers  
Insurance Co., New York.  
City Insurance Co. of Penn-  
sylvania.

## WESTCHESTER FIRE INSURANCE CO.

Western Dept., S. H. Quackenbush, Mgr.  
Freeport, Illinois

# If Your Prospect Doesn't Believe in Storms Show Him This List



(Courtesy Travelers)

**WIND** storms leaving much damage in their wake are given widespread publicity by the daily newspapers and consequently with a little pressure, insurance agents selling that form of protection immediately after the disaster meet very little resistance. But there are a multitude of small storms that cause an astonishing amount of damage, although there are few outstanding or total losses. There is no dramatic windstorm insurance selling appeal in these small storms but the need for insurance protection against them is just as evident if the agent will only bring it to his clients' attention.

In order to give these obscure but hazardous small storms their proper value, the 1929 storms have been listed below in calendric form. The mass creates an impression that windstorm protection is a good thing to have on one's property. When it is recalled that in 1929 the tornado losses amounted to about \$9,000,000 while the stock and mutual insurance companies paid about twice that amount in windstorm and tornado losses, it will be readily seen that the small storms account for as much as the large ones.

In the following compilation all the 1929 windstorms causing property damage are listed giving the place where the storm occurred followed by its characteristics.

## JANUARY

Sealy, Tex., tornado; Bay City, Tex., tornado; Jeffersonville, Vt., wind; Wilkes-Barre, Pa., wind and rain; Buffalo, N. Y., severe wind; Sealy, Tex., (near), hail; Scott County, Mo., southern Illinois, and southwestern Indiana, through series of tornadoes and high winds; Kentucky, tornadic winds; Shelly, Miss., high winds; Buffalo, N. Y.,

high winds; Wisconsin, high winds; Parkersburg, W. Va., high winds.

## FEBRUARY

Charlotte to Raleigh, N. C., glaze; Dallas county, Tex., tornado and hail; Cooper, Tex., tornado and hail; Mesquite, Tex., probably tornado; Darling, Miss., probably tornado; Duncan, Miss., probably tornado; Gibson, Carroll, Montgomery, Wilson counties, Tenn., high winds.

## MARCH

Tyler, Tex., heavy hail; Luling, Tex., tornado; Fort Wayne, Ind., wind; Bismarck, N. D., glaze; Michigan, Wisconsin, northern and western New York and northern Ohio, wind; Lancaster, Pa., wind; Maryland and Virginia, gales; Parkersburg, W. Va., wind; Six Mile, Pickens county, S. C., tornado; Bronson, Tex., and vicinity, hail; Cotulla, Tex., heavy hail; Tomball to Huffman, Tex., heavy hail; Zavalla and Beaumont, Tex., heavy hail; Yakima Valley, Wash., wind; Sanford, Miss., heavy hail; Spindletop, Tex., wind; Fowler to Del Rey, Cal., tornado; Alexandria to Pineville, La., severe thunder squall; Bethel, N. C., tornadic winds; Conetoe, N. C., tornadic winds; York county, S. C., to Chatham county, N. C., tornado; Fayette to Harrison, Miss., probably tornado; Tuscaloosa, Lamar, Lauderdale, Blount, Talladega, and Calhoun counties, Ala., severe wind and tornado; Macon, Ga., small tornado; Chester, S. C., small tornado; Catawba, S. C., wind squall; Plains, Ga., small tornado; Browns Crossing, Baldwin county, Ga., probably tornado; Blakely, Ga., tornado; Ostanaua to Calhoun, Ga., small tornado; Chatsworth to Nicholville, La., small tornado; Greenwich, S. C., wind; Newton, near Fayetteville and Tarboro, N. C., tornadic winds; Cedar county, Ia., tornado; Hanover to Apple River, Ill., wind; Linn county, Ia., high winds; Terre Haute, Ind., tornadic winds; Columbus, Ga., small tornado; Tupelo, Miss., heavy hail; north central and central states, wind, rain, sleet and snow; Keokuk, Ia., hail; Poyntor to Doniphan, Mo., tornado; Memphis, Tenn., and vi-

cinity, wind; Mineral Point, Mo., probably tornado; Winslow, Ark., heavy hail.

## APRIL

Kentucky, wind; Louisville, Ky., wind; Hardin county, Ohio, wind and hail; New York (mainly western, central and northern), wind; Portland, Pa., to Blairsville, N. J., tornado; Ottawa to Rogers counties, Okla., severe hail; Lyon county, Ia., tornado; Hennepin county, Minn., to Polk county, Wis., tornado; Pierce to Iron counties, Wis., tornado and hail; Hancock county, Ia., tornado; Cloud and Washington counties, Kans., to Marshall county, Kans., wind and hail; Mitchell county, Kans., heavy hail; Iowa (east central), hail and wind; Grant, Lafayette and Green counties, Wis., tornado and hail; Union county, Ia., tornado; Warren county, Ia., tornado; Jasper and Marshall counties, Ia., tornado; Perry, Okla., and vicinity, heavy hail; Chicago, small tornado; McDonald county, Mo., probably tornado; Scurry, Tex., tornado; Ennis, Tex., tornado; Clarksville, Tex., tornado; Humble, Tex., wind; Lake Charles, La., wind; Clark county, Kans., small tornado; Kansas (northwest part), heavy hail; Chautauqua county, Kans., small tornado; Latham, Kans., small tornado; Neosho county, Kans., heavy hail and small tornado; Calico Rock, Ark., tornado; Group, Tex., hail; Almond to Moorefield, Ark., tornado; Mount Pleasant, Ark., tornado.

\* \* \*

Herpel to Mount Pleasant, Ark., tornado; Alice, Tex., small tornado; Monette, Ark., tornado; Wynne (near) to Perkins, Ark., tornado; Coffey county, Kans., heavy hail; New Jersey coast, gale; Ellis county, Okla., heavy hail; Canadian county, Okla., heavy hail; Smithville, Tex., tornado; Eastland and Comanche counties, Tex., hail; Rusk, Gregg and Harrison counties, Tex., hail; Louisiana (southwestern), hail and thunder squall; Goodwell, Okla., hail; Louisiana (northwestern), thunder squall; Subiaco, Ark., tornado; Apalachicola, Fla., (near), probably tornado; Anthony, Fla., heavy hail; New Jersey (mainly southern), gale; Belton, Tex., hail; Dallas, Tex., wind; Cowley county, Kans., wind; Duke, Okla., heavy hail; Sumner county, Kans., heavy hail; Cleburne, Tex., tornado and hail; Kiowa and Caddo counties, Okla., hail, wind and rain; Weatherford, Okla., and vicinity, hail; Paris, Tex., wind; Waxahachie, Tex., (near), hail; Inman, S. C., thunderstorm; Wilson county, Kans., to Bobs county, Mo., tornado; Greenwood to Anderson counties, Kans., tornado; Buckner, Ark., tornado; Barton and Vernon counties, Mo., tornado; St. Clair, Mo., probably tornado; Anderson county, Kans., small tornado; Polk and Hickory counties, Mo., tornado; Polk and Dallas counties, Mo., tornado; London, Ark., tornado.

Clinton, Ark., tornado; Batesville, Ark., (near), tornado; Jeffersonville and N. Albany, Ind., hail; Louisville, Ky., hail; Alexander to Ballard county, Ky., heavy hail; Tillar, Ark., tornado; Dahoma and Shaw, Miss., probably tornado; Oak Ridge, La., (near), tornado; Springbank, Ark., heavy hail; Walter, Ky., thunderstorm; Tennessee, thunderstorms and hail; extreme southern Ohio and central West Virginia, hail and wind; Columbia, S. C., thundersquall and hail; Charleston, S. C., (near), severe hail; Frontier and Dawson counties, Neb., tornado and downpour; Wyoming (southeastern), heavy snow; Harper county, Okla., tornado; Slocum and Denison Spring, Tex., tornado; Center, Tex., (near), tornado; Butler county,



These automobiles weren't ready for the junk heap when the windstorm caught them up but now it looks as if an automobile graveyard might appropriately be started here.

Neb., tornado; Saunders and Sarpy counties, Neb., tornado; Bourbon county, Kans., tornado; Winsboro, La., (near), thundersquall; Anderson and Spartanburg counties, S. C., tornado; Spartan, Ga., possibly tornado; Bleckley to Laurens counties, Ga., tornado and hail; York, Pa., possibly tornado; Candler and Bullock counties, Ga., tornado and hail; Norristown, Ga., tornado and hail; Georgia (south central part), heavy hail; Churubusco, Ind., possibly tornado; Ohio (northwestern), heavy hail; Akron to Ravenna, O., wind and electrical; Moundsville, W. Va., and vicinity, hail and wind; Louisa county, Ia., tornado; Kersaw county, S. C., tornado.

\* \* \*

Cleveland, Ohio, and vicinity, thundersquall and hail; Tom Green and Runack counties, Tex., hail and wind; Mercury, Tex., hail; Richards, Tex., wind; Bell county, Tex., wind and hail; Domphan county, Kans., wind; Mahaska and Keokuk counties, Ia., wind; Linn county, Ia., wind; Iona county, Mich., electrical and tornadic wind; Winnebago county, Ia., tornado; Trempealeau, Wis., heavy hail; Alabama (central and northwestern), hail; Almond to Lorado, Ark., tornado; Diaz, Tex., tornado; Wynee, Ark., hail; Harper county, Okla., tornado; Llano, Tex., (near), hail.

\* \* \*

## MAY

Perry county, Mo., hail, wind and rain; Tucker, Okla., to Fort Smith, Ark., tornado; Jethro, Ark., tornado; Core to Raleigh, Ill., hail, rain and wind; Frankston, Tex., tornado; Rex, Ark., tornado; Dallas, Tex., wind; Wheatley, Ark., tornado; Newport, Tenn., (10 miles south of), heavy hail; Seligman, Mo., heavy hail; Hamilton (northern) and adjacent counties, Ohio, wind, hail and thunderstorm; Rye Cove, Va., tornado; Woodville, Va., tornado; Jacksonville Heights, Fla., and vicinity, tornadic wind; Morgantown, W. Va., to Uniontown, Pa., probably tornado; Bath county, Va., tornado; Hamilton, Va., to Taneytown, Md., tornado; La Grange to Catlett, Va., tornado; Montgomery and Howard counties, Md., tornado; Cooke to Washington counties, Tenn., tornado; Franklin county, O., tornadic wind; South Carolina, wind; Washington, D. C., wind; Illinois, Indiana and Michigan, snow and wind;

(CONTINUED ON PAGE 42)



Houses were blown from their foundations, roofs were blown away and many freak accidents reported when this twister tore through New Orleans. The force of this strong wind turned a truck upside down, crumbled a brick wall, and carried steel beams through the air in some places. The house above was suddenly changed from an upright to a leaning position, and its neighbor lost a goodly portion of its siding during the storm. (Underwood & Underwood)

# WHERE *and* WHEN

will the next tornado or windstorm strike? No one knows.

But every one knows that wherever and whenever it strikes it will cause loss of property. Seconds only are required to raze a dwelling, factory, school or other building.

Then it is, at the time of a loss, that an agent's services are most appreciated. This is all the more true after a windstorm loss, when the assured's gratitude to his agent for selling him the policy knows no bounds.

It is then, too, that an agent appreciates prompt, efficient service and equitable treatment of his policyholders by his companies. To give such service is the constant aim of these companies. If you would like more information about this service, complete and return the coupon at the right.



## Corroon & Reynolds

INCORPORATED

INSURANCE UNDERWRITERS

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92 William Street

New York, N. Y.

AMERICAN EQUITABLE ASSURANCE  
COMPANY OF NEW YORK  
Capital, \$2,000,000.00

BRONX FIRE INSURANCE COMPANY  
OF THE CITY OF NEW YORK  
Capital, \$1,000,000.00

BROOKLYN FIRE INSURANCE COMPANY  
Capital, \$1,000,000.00

GLOBE INSURANCE COMPANY  
OF AMERICA  
Pittsburgh, Pa.  
(Incorporated 1862)  
Capital, \$1,000,000.00

INDEPENDENCE FIRE INSURANCE COMPANY  
Philadelphia, Pa.  
Capital, \$1,000,000.00

INDEPENDENCE INDEMNITY COMPANY  
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Capital, \$1,250,000.00

JEFFERSON FIRE INSURANCE CO.  
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Capital, \$400,000.00

KNICKERBOCKER INSURANCE COMPANY  
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FIRE INSURANCE COMPANY  
Newark, N. J.  
(Chartered 1849)  
Capital, \$1,000,000.00

NEW YORK FIRE INSURANCE COMPANY  
(Incorporated 1832)  
Capital, \$1,000,000.00

REPUBLIC FIRE INSURANCE COMPANY  
OF AMERICA  
Pittsburgh, Pa.  
(Incorporated 1871)  
Capital, \$1,000,000.00

SYLVANIA INSURANCE COMPANY  
Philadelphia, Pa.  
Capital, \$1,500,000.00

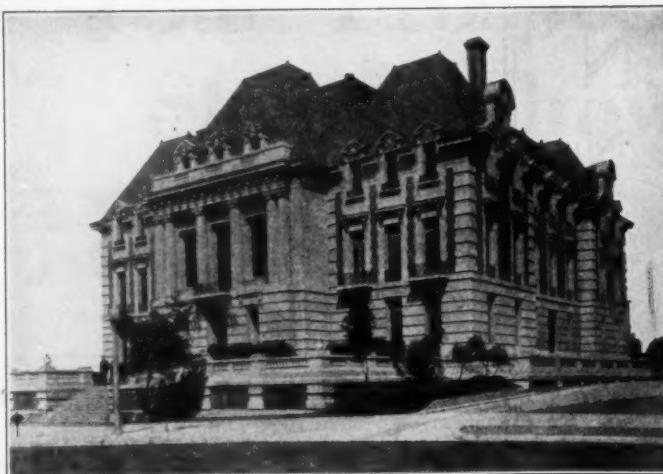
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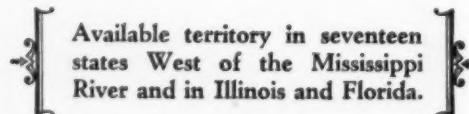
### ABSTRACTS FROM FINANCIAL STATEMENT FOR YEAR ENDING DECEMBER 31, 1929

|  |                  |
|--|------------------|
| Admitted Assets .....                                    | \$ 13,225,617.98 |
| Total Liabilities .....                                  | 12,145,923.98    |
| Capital (\$400,000), Surplus and Contingency Funds ..... | 1,079,694.00     |
| <hr/>  |                  |
| INSURANCE IN FORCE.....                                  | \$102,908,006.00 |

etc.

### We Offer

- Policies all ages, 1 day to 70 years.
- Both Participating and Non-Participating.
- Non-Medical—Sub-standard.
- Disability, Dismemberment and Surgical Benefits.
- Special Monthly Premium Payment Plan.
- Double Indemnity.
- Children's Policies with Beneficiary Insurance.
- Sales Planning and Circularizing Department.
- Producers' Club.



WRITE DIRECT TO HOME OFFICE

## Central States Life Insurance Company

James A. McVoy, President

HOME OFFICE: SAINT LOUIS

### "Other Insurance" Clause One for Agents to Watch

The Fidelity Union companies of Dallas, Tex., make the following interesting point regarding the handling of tornado losses on plate glass:

Virtually the only occasion when the "other insurance" clause in plate glass policies comes into play is where plates are broken through tornado or wind-storm and tornado insurance is carried on the risk. That you may understand the manner of arriving at the contribution to be made by the tornado and plate glass carriers toward replacement, we illustrate by the following example:

Value of building, \$10,000; value of plate glass, \$300; tornado insurance, \$5,000; plate glass insurance, \$300; loss to plate glass, \$50.

Since plate glass insurance covers the full replacement value of the broken plate, the plate glass carrier has 100 percent insurance. The tornado policy covers plate glass in the proportion that value of plate glass bears to value of building; hence:  $300/10,000$  of \$5,000 or \$150 is amount of tornado insurance covering plate glass, and loss is apportioned as follows:

Tornado carrier insures \$150 and pays \$16.67. Plate glass carrier insures \$300 and pays \$33.33. Total plate glass and tornado insurance carried is \$450 and pays \$50.

If, in the above problem, the assured held the "50/50," or excess plate glass policy, he would pay \$33.33 on the replacement and would receive credit on the retention for the amount actually paid by him. He would collect \$16.67 from the tornado carrier.

In times past, we have made replacements under these conditions and paid the full bill, expecting to collect the tornado carrier's part later. This has proven unsatisfactory and for that reason we expect henceforth to pay only our portion of the loss and the assured will have to look to his tornado carrier for the balance.

### THE NATIONAL UNDERWRITER

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NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York.  
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### No Wall Flowers

Although March, April, May and June seem to be the most popular with them, there are no wall-flower months as far as tornadoes are concerned. The following chart shows the monthly frequency of tornadoes over a period of ten years:

|                 |       |
|-----------------|-------|
| January .....   | 1.78  |
| February .....  | 1.98  |
| March .....     | 14.45 |
| April .....     | 18.69 |
| May .....       | 20.87 |
| June .....      | 19.09 |
| July .....      | 6.03  |
| August .....    | 4.85  |
| September ..... | 5.05  |
| October .....   | 2.07  |
| November .....  | 1.97  |
| December .....  | 3.17  |

### Types of Windstorms Accurately Defined

A BULLETIN issued by the National Geographic society described the differences between tornadoes, cyclones and hurricanes. A tornado, the bulletin said, "is a violent, powerful whirlwind, covering a small area, that sucks up heavy objects or twists them from their moorings."

"A cyclone is a circular system of winds covering a great area, sometimes 1,000 miles across, and including the gentle breezes as well as stiff winds."

"A hurricane is a violent system of winds in the tropics and semi-tropics of the Atlantic and Caribbean, covering a considerable area and moving long distances. These are the strongest of the predominantly horizontal winds. They are sucked toward a great central vortex. One hundred miles an hour is their usual maximum for the winds towards the center of circulation."

"Most of the so-called West Indian hurricanes come into existence over the warm seas, somewhere between the West Indies and the coast of Africa."

"The routes followed in general are similar, but the storms differ much in their detailed paths. They are born in the region of the trade winds. All of them first move westward, as the trade winds move, and most of them later turn northward."

"Since hurricanes are formed by the interaction of heat and atmospheric pressure, the summer months and those of early autumn, when the cumulative effects of the summer sun are still to be felt, are naturally the periods of greatest hurricane occurrence."

"In August, September, and October Porto Rico has suffered in varying degree from these destructive hurricanes."



When the playful winds reach a velocity of 60 miles an hour and more, the property owner can depend only on tornado insurance unless every stone and shingle in his property is put in place in some way not yet discovered by man. This house shown above was lifted from its foundation and moved on a new site by a freak of the wind.

## Editorial Comment

(CONTINUED FROM PAGE 31)

erage as even more important than fire use and occupancy, for the reason that storm causing general wreckage usually leaves no quarters where commerce may be conducted temporarily. Rent tornado is also desirable for the same reason, and this coverage is particularly salable because it can be provided by endorsement.

Many underwriters attribute the growing tornado loss records to deforestation. Masses of trees are believed to shunt storms or lift them. Now these safeguards are scarce. Furthermore, because of the deforestation, lumber is more expensive and construction less sound.

**T**HREE is a difference of opinion about the advisability of deductible provisions in windstorm policies. One company in 1929 handled 4,600 claims for less than \$10. Yet this same company does not favor deductible clauses. The fear is that they would increase the size of claims and that they would antagonize policyholders. It is doubtful, according to many experts, whether use of deductible clauses would reduce costs. Nearly all the small losses would be on the borderline and would require a visit from the adjuster. These provisions, it is feared, would not be popular with the farmers, who are pleased to receive small checks.

Some officials are speculating as to whether farmers who are insured for fire in mutuals are protected against windstorms and, if so, who is writing the coverage. Several companies, if they are asked to provide windstorm policies under these circumstances, require that the insured agree to place his fire insurance with the company on the expiration of his mutual policy. Some companies have more windstorm than fire business in certain states. These are likely to be companies which do not hesitate to write tornado when the mutual writes fire.

**F**EW mutuals are soliciting tornado insurance and those that do are writing it sparingly. They will not assume the responsibility of meeting a general loss in one neighborhood, a service which stock companies are prepared to render. Newspaper publicity has been a valuable aid to the agent in selling windstorm coverage. Since the war newspapers have printed more domestic as distinguished from local news, so that the story of a storm is carried throughout the country. Moreover, in recent years more pictures are being published in the dailies. Pictures of a heavy storm will often fill two or three pages.

**T**HUS the newspapers provide agents with graphic evidence upon which to solicit coverage. Instead of waiting to approach a prospect until a storm occurs in his neighborhood, agents can capitalize on more distant storms. This is more desirable for the public, because the old system (but not extinct by any means) of selling in the wake of a storm is uneconomic for the customer.

Theoretically, the best customer for windstorm insurance is one whose vicinity has never been visited by a destructive storm. He is the most probable victim, because no section of the country enjoys absolute immunity from storms. With many exceptions, of course, storms are not likely to occur in the same neighborhood within many years.

The practice of dispatching a flying squadron of solicitors to the scene of a windstorm to solicit coverage in the neighborhood has been unscientific but profitable for the companies. Often, enough new business is written to offset the losses.

**A**MONG the best prospects for wind storm policies are those who carry sprinkler leakage protection. The standard sprinkler leakage policy becomes

void immediately when the building or material part of the building falls. Thus, should heads be released or pipes break in the unroofing of a building in a storm, the insured is not protected against damage under sprinkler leakage policy. A windstorm policy is essential to bridge the gap here.

Most insureds are surprised to learn of this clause. A successful practice is to ask the insured to inspect his fire and sprinkler leakage policies. He should be instructed as to where his fire and sprinkler leakage policy ends and advised to purchase windstorm insurance to eliminate the deficiencies.

**O**WNERS of modern, reinforced office buildings are skeptical of storm hazard. They are, however, first of all, prospects for coverage against window breakage on which the rates are low. Probably it will require an object lesson to teach owners of large buildings the virtue of windstorm policies. Some underwriters believe that the downtown sections of metropolitan communities are not seriously menaced. The theory

is that the buildings on the outskirts are likely to divert and dissipate a storm just as forests are supposed to act. But others point to Chicago where a storm originating or crossing Lake Michigan would strike the business district first. C. A. Donnel, chief of the United States Weather Bureau in Chicago, believes that the foundations, but no other portions of a reinforced modern structure is proof against a tornado.

Companies are figuratively holding their breath this year, because March was unusually free from storm losses. March is feared in most years because the spring storms start in the southwest then. But this year the claims were scattering and inconsequential during March. That, however, does not necessarily promise a profitable year, for the notion that storms occur only during certain months no longer prevails. Underwriters once believed that by June the heavy expense of the year was over. But now windstorms are feared throughout the year.

The belief is often expressed that windstorms are increasing in number. This theory is not supported by Weather Bureau observations, and it is not supported by many underwriters. The illusion of more storms is created because more policies are written with more losses. And if the deforestation

theory is correct, windstorms today cause greater damage. Weather Bureau officials also state that fewer storms pass unobserved, because the country is more thickly populated.

**I**T is correct to state that there is less moral hazard in windstorm insurance than in any other line, but many critics dispute the statement that there is no moral hazard. A moral hazard does exist in the adjustment of claims, particularly, it is observed, among farmers and city renting agents for old property, who are greedy for a few dollars extra and will resort to unscrupulous methods to get them. The moral hazard, however, is not so great as to affect rates.

A windstorm application on a daily report forty years ago was a museum piece. The office staff, one veteran remembered, would inspect the document and finger it as persons do with a new style of currency. Soon after that tornado policies were solicited on a large scale. Agents promoted the business in Nebraska, Kansas, Missouri, Oklahoma and Texas. The business developed slowly but soon gathered momentum as the companies began to pay losses. Later farmers preferred windstorm coverage to fire, which together with the competition of mutuals in fire insurance,

N. E.

## From Southwest to Northeast

Tornadoes travel mostly from the southwest to the northeast. We might suggest that an individual run either northwest or southeast to avoid these destructive storms. By running fast enough and far enough and finding a hole or at least trying to dig one a person might be able to seek safety himself.

But his property can never be taken with him. It must be left to the ravages of the winds—destruction and untold damage is certain. Windstorm damage to property cannot be prevented.

However, you can prevent your clients from suffering a financial loss by dependable windstorm insurance in these companies.

Some desirable territory is still open for aggressive agents who desire to forge ahead.

S. W.

**THE LONDON & LANCASHIRE  
INSURANCE COMPANY LTD. OF LONDON**

**ORIENT INSURANCE COMPANY  
OF HARTFORD**

**LAW UNION and ROCK  
INSURANCE COMPANY LTD. OF LONDON**

**SAFEGUARD INSURANCE COMPANY  
OF NEW YORK**

**STANDARD MARINE INSURANCE COMPANY  
LTD. OF LIVERPOOL (FIRE DEPARTMENT)**

GILBERT KINGAN  
*Manager*  
HARTFORD, CONN.

CHARLES E. DOX  
*Manager Western Dept.*  
CHICAGO, ILL.

WM. W. GILMORE  
*Manager*  
SAN FRANCISCO

explains the preponderance in some states among some companies of wind-storm policies.

### Great Need for Windstorm Coverage Shown in Record

(CONTINUED FROM PAGE 33)

these tornadoes that have caused losses of a \$1,000,000 or more have been more frequent than generally realized.

On April 5, 1929, Minneapolis had the second violent tornado in its history. The northern part of the city was struck, six persons killed, and a property loss of a \$1,000,000 entailed. The path of the storm was 70 miles long and ended in Wisconsin.

**N**ORTHEASTERN Arkansas had eight tornadoes April 10, 1929, that destroyed property valued at \$795,000 and killed 56 persons.

Rockford, Ill., was struck by a tornado on Sept. 14, 1928, with a property loss officially estimated at \$1,200,000 and 14 persons killed, 200 buildings being damaged.

On May 18, 1927, a tornado and tornadic winds devastated a strip from Terre Haute, Ind., to Indianapolis, Ind., with a loss of \$3,000,000, the greater part of which was in the latter

city. Nine days previous to this Decatur, Ill., only 150 miles northwest of Indianapolis, was struck by a tornado with a loss of \$625,000.

**I**LLINOIS reported 21 tornadoes the first nine months of 1927 that killed 29 persons and caused property loss totaling \$3,000,000.

Kansas, on May 7, 1927, had a tornado that traveled 118 miles in four counties, Barber, Kingman, Reno, and McPherson, and tore the eastern part of Hutchinson to pieces. Loss from this storm was placed at \$1,730,000 and 10 persons were killed.

Arkansas had 11 tornadoes on May 9, 1927, that struck within two hours of each other and passed through 25 towns and communities, with a loss of 71 lives and close to \$1,250,000 in property. At Strong, Ark., 20 percent of the population were killed. The storm path at this place was 900 feet wide and left only foundations of buildings.

Indiana had seven tornadoes in 1925 and Iowa five, one of which, on June 2, in Monona and Woodbury counties, caused a loss of \$480,000. On the following day two tornadoes in Harrison, Pottawatomie, Monona and Mills counties, Iowa, caused a loss of \$750,000.

Kentucky had three tornadoes on March 18, 1925, the day of the Murphys-

boro disaster, in Jefferson, Marion, Washington, Mercer, Jessamine, Fayette, Bourbon, Allen, Monroe, Metcalf and Adair counties, that cost 16 lives and \$1,200,000 in property loss. One of these tornadoes passed within 5 miles of the heart of Louisville.

On Sept. 13, 1928, four tornadoes developed within a radius of 80 miles of Sioux City, Neb., and the most destructive of the lot, which was heading directly for the city, ended only five miles from its suburbs. Two of these caused a total damage of \$915,800. One moved from Fordyce, Neb., to Davis, S. D., and one from near Pendar, Neb., to Dakota City, Neb. The Red Cross collected a detailed list of losses from the four storms, part of which follows: Dead, 8; injured, 61; families homeless, 51; number of individuals registered by the Red Cross in its relief work, 943; horses killed, 87; cattle killed, 136; hogs killed, 1,619; poultry killed, 11,690; schools destroyed, 3; dwellings destroyed, 66; farm buildings destroyed, or damaged, 547; corn destroyed, 5,914 acres; other crops destroyed, 24,641 acres.

Hail insurance was first written in the United States by a mutual company organized by tobacco growers in Connecticut about 1880.

### If Your Prospect Doesn't Believe in Storms Show This

(CONTINUED FROM PAGE 33)

South Allapattock, Fla., hail; Berlin, N. H., tornado; Bolivar and Coahoma counties, Miss., wind and hail; Fairfax, Okla., hail; Peach county, Ga., severe hail.

\* \* \*

Alexandria, La., severe hail; Johnson, Kans., small tornado; Alexander, Kans., small tornado; Otis, Kans., small tornado; Chanute, Kans., small tornado; Huntsdale to Bethel, Mo., heavy hail; Fort Wayne, Ind., and vicinity, wind and electrical; Pancrasburg (near) to Five Points (near), O., tornado; Radnor (near), O., tornado; Wooster (near), O., probably tornado; Claremore, Okla., (six miles northwest of), tornado; Marinette, Wis., severe squall; Tiskilwa to Hollowayville, Ill., probably tornado; Kegar Falls and South Hiram, Mo., wind; Portland, Me., tornado; Cotton county, N. M., tornado; McCamey, Tex., tornado; Electra, Tex., wind; Dundee, Tex., tornado; Clara, Tex., and vicinity, wind; Del Rio, Tex., (near), hail; Byer, Tex., wind; Waco, Tex., (near), wind; Springfield, Mo., small tornado; Westfield, Tex., tornado; Wills county, Md., (southeastern), thunderstorm; New Jersey (central and northern), wind.

\* \* \*

Ysleta, Tex., hail; Morarity, N. M., tornado and hail; Fabens, Tex., hail; Del Rio, Tex., (near), tornado; Smithville, Okla., wind; Cuthbert, Tex., (near), heavy hail; Sealy, Tex., tornado; Beaumont, Tex., wind; Pasadena, Tex., tornado; Hyannis, Neb., (near), tornado; Encinal, Tex., (near), hail; Albert Lea, Minn., (near), tornado; Lyons county, Ia., tornado; Plymouth, Clay and Palo Alto counties, Ia., tornado; Yoakum, Tex., thunderstorm; Johnston, Pa., thunderstorm; Columbus, N. M., tornadic wind; Florence, N. J., thunderstorm and wind.

\* \* \*

JUNE

Ross, Wyo., hail and rain; Great Falls, Mont., wind and rain; Garden county, Tex., hail; Center, Jud and Rule, Tex., wind and hail; Ira and Dunn, Tex., hail; Barton and Rice counties, Kan., tornado and hail; Barber county, Kan., tornado and hail; Wichita, Kan., wind; Winters, Tex., heavy hail; Lancaster, Tex., tornado; Roswell, N. M., heavy hail; Tahoka, Tex., hail; Chugwater, Wyo., heavy hail; Fort Stockton, Tex., heavy hail; Plainview, Tex., two heavy hail storms; Fountain, Colo., heavy hail; Chillicothe, Tex., heavy hail; Flag, Olton and Running Water, Tex., wind; Kalispell, Mont., wind; Campbell county, Va., wind and hail; Detroit Lakes, Minn., tornado; Stead, N. M., tornadic wind; Duluth, Minn., heavy hail; Kingston, Minn., tornado; Bruce, Wis., tornado, hail and rain; Beadle, Kingsbury and Lake counties, S. D., wind; Columbia county, Wis., severe squall; Canning, S. D., hail; Kiowa county, Okla., heavy hail; South Dakota (southeastern counties), hail and wind.

\* \* \*

Rankin, Tex., wind; Rawlin, Decatur, Norton, Haskell, Washington, Marshall, Russell and Lincoln counties, Kan., heavy hail; Illinois (northern), thunderstorms and hail; Iowa (northern), wind, hail and flood; Centralia, Danville, Quincy and Mt. Carroll, Ill., wind and hail; Harvey and Butler counties, Kan., heavy hail; Marion, Ralls and Monroe counties, Mo., wind; Carl Junction, Mo., heavy hail; Halltown and Paris Springs, Mo., heavy hail; Norton county, Kan., heavy hail; Pawnee county, Kan., heavy hail; Pratt county, Kan., heavy hail; Grayson county, Ky., wind and hail; Jefferson county, Ky., wind and hail;

(CONTINUED ON PAGE 43)

## Sentiment In Business

**T**HE KANSAS CITY LIFE INSURANCE COMPANY will continue along sound, safe underwriting principles, be aggressive; but adhere to a principle more strongly and more tenaciously than it will seek volume.

"We have no ambition to be the largest but we do have a burning ambition to be as good as the best and with the inherent principles that the company has been built upon thus far, the volume will follow."

"We don't believe—and never have believed—that the agency organization of the Kansas City Life was going to sell us out—and we would not sell you out."

*—from address of President J. B. Reynolds to Agents of the Kansas City Life at their Hollywood Beach Meeting.*

**The history of the KANSAS CITY LIFE is the most convincing evidence of the wisdom of putting "sentiment in business."**

**Many men engaged in general lines of insurance find it to their advantage to add a Life Department. Correspondence invited.**

**Assets over - - - - - \$ 60,000,000.00  
Insurance in Force about - - 450,000,000.00**

## KANSAS CITY LIFE INSURANCE COMPANY

Home Office—Kansas City, Missouri

J. B. Reynolds, President

C. N. Sears, Secretary

J. F. Barr, Vice-Pres. and Supt. of Agents

## HAIL AND TORNADO INSURANCE NUMBER

Licking county, O., high wind; Philadelphia, thunderstorm and wind; Frederick, Okla., hail; Newark, N. J., thunderstorms; Forsythe to Granville, N. C., heavy hail; Monroe county to Sioux county, Iowa, wind, hail and flood; Salt Lake City to Ogden, wind and hail; Sunbury, Pa., cloudburst; Monroe county, Wis., heavy hail; Sundance, Wyo., tornado; Dickinson county, Kan., heavy hail; Little York and Pine Island, N. Y., heavy hail; Geneva, Neb., heavy hail.

\* \* \*

Louisville, Ky., electrical; Hillsboro, Wis., wind; Prince Georges county, Md., heavy hail; New Castle, Pa., heavy hail and wind; West Bloomfield, N. Y., heavy hail; Trumbull, Neb., heavy hail; Oxford, Neb., heavy hail; Nebraska (southeastern), wind and hail; Marshall county, Kan., wind; Claysville, Pa., hail and wind; Lancaster, Pa., hail and wind; Stewartsville to Kingston, Mo., tornadic wind; Saline and Ottawa counties, Kan., wind; Dickinson county, Kan., wind; Gracemont, Okla., hail and wind; Fort Cobb, Okla., hail and wind; Harrisburg, Pa., thunderstorm and wind; Snyder county, Pa., wind and thunderstorm; Johnstown, Pa., hail and rain; Wakefield, Neb., hail; Saunders county, Neb., hail; Ashland, Neb., wind; Weeping Water, Neb., hail; Doniphan county, Kan., heavy hail; Lake Overholser, Okla., wind; Morrill, Kan., hail; Brown, Doniphan and Atchison counties, Kan., heavy hail; Topeka, Kan., small tornado.

\* \* \*

Buchanan county, Mo., hail and rain; Marshall county, Tenn., hail; Logan, O., wind; Indiana county, Pa., wind and rain; Flemming Colo., hail, wind and rain; Peetz, Colo., hail, wind and rain; Cheyenne county, Neb., hail; Angola, N. Y., wind squall; Mifflin, Pa., cloudburst and wind; Centerville, N. M., heavy hail; Burwell, Neb., heavy hail; Platte county, Neb., heavy hail; Grant, La Fayette, Green and Rock counties, Wis., heavy hail; Iowa (14 counties), hail and wind; Jo Daviess county, Ill., hail; Noble, Steuben and La Grange counties, Ind., wind; Branch, Hillsdale and Lenawee counties, Mich., high wind and Tornado; Farmington, Pa., tornado; Cheyenne county, Kan., heavy hail; Kane county, Pa., wind and rain; Fayette county, Ia., hail and wind; San Antonio, Tex., wind; El Paso, Tex., wind; Stone Lake, Wis., small tornado; Washburn county, Wis., severe squall; Vermilion county, Ill., wind; Burnett and Washburn counties, Wis., hail.

**JULY**

Locke, N. Y., hail; Mexico, N. Y., hail; Richfield, Pa., hail; Milwaukee, Wis., wind; Dickinson county, Kan., heavy hail; Sumter-Lee county, S. C., hail; Liberty to Easley, S. C., hail; Clayton and Crawfordsville, Ga., hail and wind; Fingerville, S. C., hail; Lake Preston, S. D., wind; Osceola, Sac and Webster counties, Ia., wind and hail; Stoughton, Wis., wind; Florence, Ala., hail; Harrisburg, Pa., wind, rain and electrical; Lancaster county, Pa., electrical; North Point Pleasant, W. Va., wind; Lamar, S. C., hail; Delta, Colo., hail, wind and rain; York Haven, Pa., electrical; Claysville, Pa., wind and electrical.

**AUGUST**

Hartford, Conn., and vicinity, heavy hail; Plainfield and Hammonton, N. J., wind and hail; Tama, Webster, Grundy and Marshfield counties, Ia., wind; Kosuth county, Ia., tornado; Iowa (18 counties), wind; Marshall City, Kan., violent wind; Hay to Reparia, Wash., hail; Durango, Colo., hail and wind; Yuma, Ariz., wind; Burton, S. C., thunderstorm; Las Cruces, N. M., two hail storms; Hannibal, Mo., electrical; Oshkosh, Wis., hail; Harrison county, Ia., tornado; Cheyenne, Wyo., tornado; Mills, Cherokee and Lyon counties, Ia., hail and wind; Van Buren, Tama, Jefferson and Keokuk counties, Ia., hail and wind; La Crosse, Vernon, Monroe, Columbia, Dane and Rock counties, Wis.,

hail and wind; Adams county, Pa., heavy hail and wind; Macoupin, Montgomery and Christian counties, Ill., hail; Stoughton, Wis., hail; Newton, Ill., small tornado; Sumner, Altamont, Sparta and Literberry, Ill., wind, electrical and hail.

\* \* \*

Boyertown, Pa., three thunderstorms; Philadelphia, thunderstorm and wind; Ferndale, Md., wind; Freeport Mills, Pa., electrical; Franklin, Manor and Fayette counties, O., wind and electrical; Stevensville, Md., electrical; Fort Lupton, Colo., hail and electrical; Quakertown, Pa., hail and electrical; Henderson, N. C., hail; Crandon, S. D., wind and hail; Oconomowoc, Wis., electrical; Providence, R. I., thunderstorm; Homestead, Pa., electrical; Ottawa, Ill., electrical; Saline county, Ill., electrical; Portage, O., electrical; Groton, S. D., wind and hail; Rock Hill, S. C., hail; Atchison county, Kan., small tornado; Clarke county, Ia., hail and wind; Vincennes, Ind., heavy hail; Harrisburg, Pa., electrical; Buena Vista, Colo., rain and hail; Harrisburg, Ill., hail; Grovetown, Tex., wind; Woodruff, S. C., hail.

**SEPTEMBER**

Fergus and Wheatland, Mont., hail; Toole and Hill, Mont., Tornado; Paducah, Tex., hail; Rankin, Tex., hail and rain; Lee Ranch, N. M., hail; Houghton, Mich., thunderstorm, hail and rain; Miami and Fort Lauderdale Area, Fla., five tornadoes; Florida (South and West), tropical hurricane; Grays Lake and Ava, Ill., electrical; Pottsville, Pa., and vicinity, hail and rain.

Michigan, wind; northern Illinois and eastern Wisconsin, wind; southern shores of Lake Michigan, wind; northern Illinois and eastern Wisconsin, wind; Anderson, Tex., tornado; Houston, Tex., series of tornadic storms; Rylie and Elam, Tex., wind and hail.

**NOVEMBER**

Crossroads, N. M., heavy hail; Portland, Me., ice; Iowa (parts of), wind and sleet; Des Moines, Ia., wind.

**DECEMBER**

New York (western), ice; Fort Smith, Ark., tornado; Grannis, Ark., tornado; Ville Platte, La., tornado; northern parts of Illinois, Indiana, Ohio, southern Michigan and western New York, ice, snow and wind; Tupelo, Miss., tornado; Georgia (central), snow and ice; Washington (western), wind.

**OCTOBER**

Blackville, S. C., tornado; Atlantic coast states (central and southern), wind and rain; Oswego, N. Y., wind; St. John's River, Fla., high winds; Beckham county, Okla., hail; Clinton, Tex., hail; Pennsylvania (central), wind and rain; shores of Lakes Huron and St. Clair, wind; southern shores of Lake

Michigan near Grand Haven, Mich., wind; Olton, Tex., hail; Dillon, S. C., small tornado; Arizona (South Central and Southeastern), wind, rain and floods; Lee Ranch, N. M., hail; Houghton, Mich., thunderstorm, hail and rain; Miami and Fort Lauderdale Area, Fla., five tornadoes; Florida (South and West), tropical hurricane; Grays Lake and Ava, Ill., electrical; Pottsville, Pa., and vicinity, hail and rain.

**NOTE:**

The Bank Savings Life Insurance Company pioneered the path in visual selling, and this enhancing background of experience is the ammunition of our prosperous agency force.

## Removing the Agent's Handicap--

Modern selling methods have supplanted those of bygone years—thru broad and conscientious field experiments the Bank Savings Life Insurance Company has developed a plan of productive salesmanship.

### Visual Selling A Reality

These selling aids have been tried by scores of our agents over a period of years and their increased business is concrete evidence of the effectiveness of visual selling. A description of these unique selling forces awaits prospective agency men.

**1—Pre-Approach Plan    2—Canvassing Portfolio    3—Illustrated Brief**

AN INVALUABLE SET OF VISUAL SELLING TOOLS

WRITE TO

**GEO. L. GROGAN**

Vice-President, in Charge of Agencies

**THE BANK SAVINGS  
LIFE INSURANCE COMPANY**

TOPEKA

KANSAS

# Arkansas Tornadoes Nearly Set All Time Record

**By H. S. Cole**  
Meteorologist, Little Rock

**A**PIL 10, 1929, may be called a tornado day in Arkansas. The records show but three days on which more places were visited by tornadoes than on that date. Thirty-four places were visited by tornadoes on June 5, 1915, 28 on Nov. 25, 1926, and 25 on May 9, 1927. Eight tornadoes were reported in the northeastern portion of Arkansas during the afternoon and the early portion of the night of April 10, damage being reported at 17 different localities by these storms. The first occurred three miles west of Calico Rock, Izard county, at about 3 p. m., the last at Parkin, Cross county, at 8:30 p. m.

**T**HE tornadoes of April 10 occurred over an area in the shape of a triangle, the northern edge extending 100 miles eastward from Calico Rock to northern Mississippi county, the eastern edge from northern Mississippi county southward 60 miles to Cross county. The disturbance that caused the tornadoes moved eastward across the area, and according to reports received, the resulting tornadoes caused the death of 56 persons, injured 213 persons seriously, and destroyed property valued at \$795,000. It is thought the number of dead is about correct, but the number of injured and the property losses were much greater than reported.

The first tornado occurred three miles west of Calico Rock about 3 p. m. It came from the southwest, causing considerable destruction of timber, but fortunately only a few small buildings were in the path and with the exception of the timber destroyed, little damage occurred. It was a small tornado and disappeared after moving a short distance.

**A** SMALL tornado occurred at Mount Pleasant at 4:30 p. m., doing but slight damage and traveling but a short distance. An eye witness states that the storm was coming from the west but was deflected toward the northeast by a mountain west of the town.

A second tornado visited Mount Pleasant about 30 minutes later. It originated in Harpel, a little before 5 p. m., and moved rapidly eastward, striking Guion at 5 p. m., and Mount Pleasant a few minutes later. It covered a path 1,000 feet wide and 18 miles long. It evidently moved very rapidly as it was reported at the three towns at the same time. It was only about four minutes from the time it was first seen at Guion until it was gone. Two persons were killed at Harpel, five at Guion and 45 were injured at Guion and three at Mount Pleasant. Property valued at \$166,000 was destroyed. Only three of the 150 buildings in Guion were left standing. The Izard county bank was built of concrete blocks, which were strewn in every direction, the vault being torn open as shown in figure 1. The only shelter for the wounded and the women and children was the three remaining houses and the tunnels to the mines.

**T**WO tornadoes are supposed to have formed near Almond in Cleburne county, and to have moved slightly north of east. Persons in Batesville who were watching the tornadoes thought they were one tornado until the storms were near White River, where they thought one tornado split off from the other and moved toward the northeast, the other moving on eastward to Moorefield, Independence county, after which it dissipated. The one that changed to a northeasterly course was reported four miles west of Charlotte, in the same county, at about 5 p. m., four miles north of Cord at 5 p. m., (probably later) crossing Black River north of Kenyon, in Jackson county, following an east-west section line three miles north of Swiftontown, Jackson county, at 6:30 p. m., and in the Lorado community, Green county, at 7:45 p. m. It is thought that the tornado that formed at Almond was the same one that caused so much destruction near Swiftontown and in the

Lorado community. If it were, it traveled about 65 miles. It was a small tornado at first, skipping along rapidly over a narrow course, but later the path became wider and the storm moved slowly. Near Swiftontown it was an immense tornado, with extremely high wind velocities scarcely leaving a thing standing in a path over half a mile wide. High wind velocities seem to have accompanied the storm from the time it formed until it disappeared.

**N**O SERIOUS damage was done by either of these storms until Moorefield was reached. Here 10 persons were injured and a property loss of \$20,000 was sustained. The other tornado did but little damage until it reached a thickly settled community along the highway running east and west three miles north of Swiftontown, where 23 persons were killed, 32 were seriously injured and property valued at \$155,000 was destroyed. The storm soon changed its course again to the northeast into the Lorado community, where eight persons were killed, 30 were injured and property losses estimated at \$150,000 were sustained. In the entire course of this storm 31 persons were killed, 72 were injured seriously enough to receive medical attention and property valued at \$327,000 was destroyed. The tornado was accompanied and followed by rain, hail, and cold winds, causing intense suffering by the injured and homeless. Rescue work was very difficult, owing to the darkness and the storm, some of the dead and injured not being found until the next morning.

**T**HE usual number of things occurred that can not be explained, the most startling being the fact that the town of Guion, about 296 inhabitants, according to the census of 1910, was literally blown away and only five persons killed. Houses were blown to pieces and the floor and a bed left with the occupants uninjured, etc. One witness states that when the tornado struck a house it went all to pieces in an instant as though it exploded. There may have been some explosions, due to decreased pressure on the outside, but in most cases it was probably the centrifugal force of the mass of air and debris and the upward currents, carrying the pieces of the houses outward and upward. The heavier bases would force themselves out farther from the center of the whirling mass.

**A** SMALL tornado occurred at Diaz, Jackson county at 6:20 p. m. No one was killed or injured, but the property loss was \$11,000.

Another small tornado occurred at Monette, Craighead county, at 8 p. m., in which no one was killed or injured, but the property damage was estimated at \$40,000.

**T**HE eighth tornado of the day originated southwest of Wynne, Cross county, at about 8 p. m., or a little later and moved slightly north of east. The first damage was at Smiths Chapel (no post office),

a few miles southwest of Wynne. One person was killed, 37 injured and a property loss of \$50,000 was reported. The tornado then moved eastward to a community just west of Princedale, same county, where four persons were killed and the property loss was estimated at \$5,000. At Princedale 11 persons were killed, 50 were injured and property valued at \$75,000 was destroyed. The tornado then continued its course eastward four or five miles to Parkin where one person was killed, four injured and a property loss of \$70,000 was sustained.

High pressure prevailed over the Canadian provinces and west of the Rockies, low pressure elsewhere on the morning of the tenth, the principal low center being over eastern Kansas with a reading of 29.46 at Wichita. At the time of the evening observation the low had moved southeastward to north-central Arkansas, the lowest reading being 29.58 at Little Rock. By the morning of the tenth it had moved almost due northward to eastern Iowa. The low was nearly round or slightly elliptical, the longer axis being nearly north and south most of the time.

**W**E WOULD not think of this kind of a map when speaking of a tornado map. We surely think of tornadoes in connection with an elongated low, the longer axis extending northeast, southwest, or a trough of low pressure with low centers over the Lakes and Texas.

The tornadoes of the tenth occurred from about 50 miles to 150 miles from the center of the low. The ones that occurred first were moving from the southwest those south of west or west, those still later were from the southwest again, the one that continued from 4 p. m., to 7:45 p. m., changing its course, first coming from the west, then from the southwest, from the west again, and later from the southwest again. As nearly as we can determine the storms followed the isobars most of the time. It is difficult to show why the tornado at Calico Rock, the first one at Mount Pleasant and the first one at Moorefield were from the southwest and the ones so soon after were from nearly west, especially the second storm at Mount Pleasant, and the one at Moorefield. The first and second storms at Moorefield were in sight at the same time. With the exception of the Lorado community these storms were moving almost directly eastward when they were causing great destruction of life and property.

**T**HREE seem to have been three fronts or disturbances along which the tornadoes formed. The first reached Calico Rock at 3 p. m., and Mount Pleasant at 4:30 p. m. The second passed Almond at 4 p. m., Moorefield at 4:20 p. m., Charlotte at 5 p. m., Swiftontown at 6:30 p. m., Lorado at 7:45 p. m., Monette at 8 p. m., and Parkin at 8:30 p. m. The third passed Harpel, Guion and Mount Pleasant in quick succession at about 5 p. m. The storms that formed along the first moved from the southwest, those along the second from the west until after 6:30 p. m., then from the southwest most of the time, the one along the third from the west.

**A** SMALL tornado occurred at Subiaco, Logan county, on April 14, destroying a few small buildings, but not doing any serious damage.

On April 20 tornadoes occurred at Buckner, Lafayette county; Clinton, Van Buren county; London, Pope county, and Oil City (four and one-half miles south and three miles east of Batesville). Three persons were injured at Oil City, the property damage at all places on the fourteenth and twentieth being about \$34,000.

A tornado occurred on April 21 at Tillar, Drew county, causing the death of 12 persons, the serious injury of two others, and property damage estimated at \$1,000, two houses being struck.



Even a well brick apartment house is not immune from windstorm damage. Here it took off the second story of this building as easy as a man tips his hat. rely on the rent for their income are excellent windstorm insurance prospects. This photograph is good evidence to show when selling them.

When the wind came by Apartment owners who



# Globe & Rutgers

## FIRE INSURANCE COMPANY



111 William St., New York City



JANUARY 1st, 1930

### ASSETS

|   |                  |
|---|------------------|
| Bonds and Mortgages.....                                      | \$ 139,609.90    |
| U. S. Liberty Bonds.....                                      | 509,100.00       |
| Government, City, Railroad and<br>Other Bonds and Stocks..... | 93,855,135.00    |
| Cash in Banks and Office.....                                 | 3,784,621.70     |
| Premiums in Course of Collection                              | 7,216,343.66     |
| Interest Accrued .....  | 446,013.79       |
| Reinsurance Recoverable on Paid<br>Losses .....               | 40,716.40        |
|   | <hr/>            |
|   | \$105,991,540.45 |

### LIABILITIES

|   |                  |
|---|------------------|
| Capital .....                                 | \$ 7,000,000.00  |
| Surplus .....                                 | 44,315,436.03    |
| Reinsurance Reserve .....                     | 26,803,146.42    |
| Losses in Course of Adjustment..              | 12,122,958.00    |
| Commissions and Other Items..                 | 10,750,000.00    |
| Reserve for Taxes and Deprecia-<br>tion ..... | 5,000,000.00     |
|   | <hr/>            |
|   | \$105,991,540.45 |

**Surplus to Policy Holders . . . \$51,315,436.03**

Losses settled and paid since organization over....\$259,000,000.00  
Losses settled and paid 1929..... 17,513,631.10

### ISSUES POLICIES AGAINST

Fire, Marine, Tornado, Earthquake, Flood, Hail, Explosion, Riot and Civil Commotion,  
Sprinkler Leakage, Inland Marine Transportation, Parcel Post, Automobile, Aviation Insurance

*Agents in Canada, Manila, Shanghai, London and Principal European Cities*

E. C. Jameson, President

Lyman Candee, Vice-President A. H. Witthohn, Secretary

W. H. Paulison, Vice-President A. G. Cassin, Secretary

J. H. Mulvehill, Vice-Pres. and Secy. J. L. Hahn, Assistant Secretary

J. D. Lester, Vice-President Scott Coleman, Assistant Secretary

### Progress since Consolidation in 1899

|                    | Assets         | Reinsurance Reserve | Surplus       |
|--------------------|----------------|---------------------|---------------|
| Dec. 31, 1899..... | \$ 529,282.59  | \$ 26,832.54        | \$ 3,039.94   |
| Dec. 31, 1905..... | 3,932,447.83   | 1,753,038.09        | 1,256,146.92  |
| Dec. 31, 1910..... | 5,255,362.12   | 1,936,224.86        | 2,365,363.37  |
| Dec. 31, 1915..... | 10,178,345.13  | 3,532,023.67        | 4,769,684.89  |
| Dec. 31, 1920..... | 42,765,374.55  | 16,593,764.16       | 11,361,311.89 |
| Dec. 31, 1925..... | 67,922,096.58  | 20,265,572.73       | 24,161,943.85 |
| Dec. 31, 1926..... | 71,740,996.88  | 21,162,599.90       | 25,610,575.98 |
| Dec. 31, 1927..... | 80,193,738.67  | 21,794,727.64       | 29,514,599.03 |
| Dec. 31, 1928..... | 98,190,644.96  | 24,332,695.62       | 37,252,917.34 |
| Dec. 31, 1929..... | 105,991,540.45 | 26,803,146.42       | 44,315,436.03 |

# HAIL AND TORNADO INSURANCE NUMBER-1930

# Missouri HAIL Facilities AND Service

#### BRANCH OFFICES

Oklahoma and Texas  
415 Equity Bldg.,  
Oklahoma City, Okla.

Kansas, Colorado,  
Wyoming and  
New Mexico  
701 Jackson St.,  
Topeka, Kansas

Brandeis Theatre Bldg.,  
Omaha, Nebr.

Nebraska  
South Dakota and  
Minnesota  
813 National Bldg.,  
Minneapolis, Minn.

North Dakota and  
Montana  
507 1st Natl. Bank Bldg.,  
Fargo, North Dakota

BLACK & ARMSTRONG  
CANADIAN HAIL MANAGERS

REGINA  
WINNIPEG  
CALGARY

# Great American Insurance Company New York

*Cash Capital*

**\$16,300,000**

IOWA ILLINOIS OHIO INDIANA STATES OF MICHIGAN WISCONSIN MISSOURI

REPORT TO

#### WESTERN DEPARTMENT

310 S. Michigan Ave., Straus Bldg. -- Chicago, Illinois

JOHN PETERSON, Mgr. Hail Dept., C. R. STREET, Vice-President  
T. G. DAHL, Assistant Mgr. GEORGE B. SEDGWICK, Secy.

ADDRESS ANY OF THE HAIL DEPARTMENT OFFICES OR CHICAGO  
FOR COMPLETE AGENCY INFORMATION